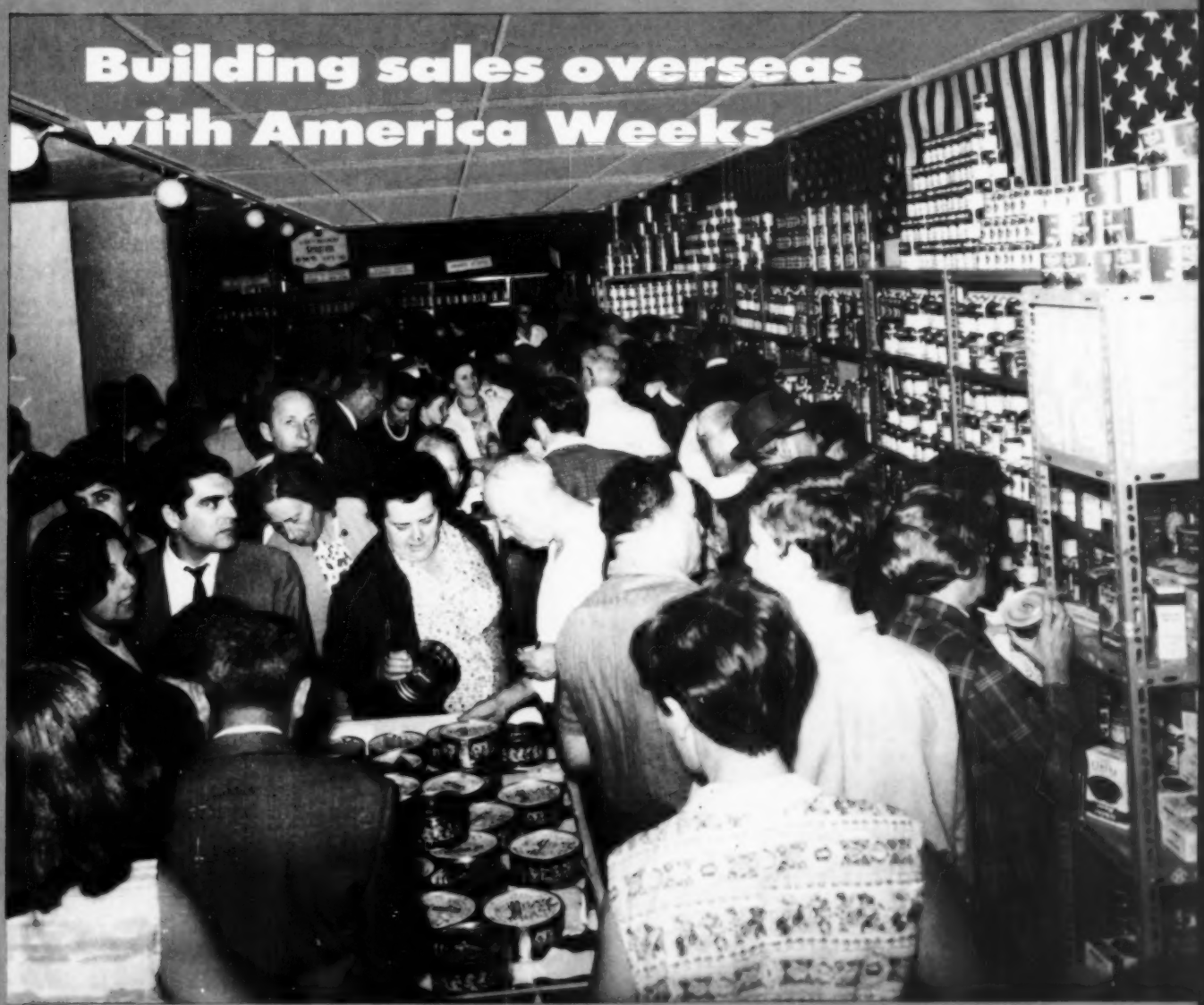
A U.S. DEPARTMENT OF COMMERCE WEEKLY

International Commerce

January 29, 1968



Building sales overseas with America Weeks

International Trade Winds Newsletter

Company News

RESEARCH SERVICES—URS Corp., San Mateo, Calif., has been awarded a contract from banking interests in Nicaragua for a study to determine the feasibility of establishing a new tourism complex in that country. The three-month study will develop information on desirable levels of private investment, financial requirements for profitable operation, and projections of future tourist attractions and trade. URS is engaged in the application of computers to business and government and also provides research services in the fields of physical and engineering sciences and techno-economics.

ALUMINUM—Reynolds Jamaica Mines, Ltd., a subsidiary of Reynolds Metals Co., Richmond, Va., has completed new bauxite handling facilities in Jamaica which will enable the company to increase shipments as needed to keep pace with demand. A six and one-half mile covered conveyor system capable of moving more than 15,000 tons per day has replaced two overhead tramlines traversing the rough terrain between the Reynolds mines and the company port facilities at Ocho Rios. Jamaica has now become the world's leading source of bauxite ore for aluminum refining.

RESEARCH—Stanford Research Institute, Menlo Park, Calif., has announced plans to begin construction in May on a new $2 million headquarters building for its worldwide activities. The building, containing 53,000 square feet of floor space, will be adjacent to SRI's main Menlo Park building. The Institute's international operations now make up over 20% of its total research volume. The facilities in the new building will enable SRI to continue sponsorship of industrial and scientific conferences which attract participants from all over the world.

COMMUNICATIONS — Aerojet-General Corp., Azusa, Calif., a subsidiary of General Tire & Rubber Co., Akron, Ohio, and the Government of Morocco have reached formal agreement on plans for Aerojet-General to construct a communications satellite ground station in Morocco, to be jointly owned. General Tire already has a tire plant in Casablanca, Morocco.

Effects of British devaluation and impending cuts in public spending were on many minds as an exhibition of U.S.-made compact computers opened at the London U.S. Trade Center in mid-January. But on the first day 677 visitors had registered: senior executives from banks, insurance companies, airlines, engineering firms, textile makers, hospitals, research units, and British Government agencies. And the early sales report is promising. This show was due to roll out of the Trade Center on a seven-coach train tour in Britain just as this issue of INTERNATIONAL COMMERCE went to press.

Americans in Moscow are talking about new self-service food stores there that remind them of U.S. supermarkets. In the older Soviet system of merchandising the customer stands in line three times for each type of item. In the new stores each shopper takes a wire basket, makes personal choices at the shelves and gets checked out at a cash register. Expansion of such stores is said to depend on availability of packaging machinery and materials (note that the U.S. was a participant in the Moscow INPRODMASH packaging show last spring) and of cash registers. Use of the abacus and bulk foodstuffs handling is still a part of 99% of Soviet food retailing.

Food processing and packaging equipment is so important to Israel that the Israeli Packaging Institute brought into the country an American specialist in assessing specific plant needs in these lines. The sales leads that expert Dan Casper turned up on his inspection tour will be farmed out to U.S. industry. They will form the basis of a solicitation effort for displays at the Commerce-organized American pavilion in the Tel Aviv International Fair in June.

A tip for U.S. businessmen in the Far East: a Special Regional Business Information Center has been set up at the American Consulate General in Hong Kong. Its files are of increasing value to the 150 U.S. firms with offices in Hong Kong, and to business visitors from the U.S. Material covers Southeast Asia countries from India to Japan, plus Indonesia, Australia and New Zealand.

NOTICE: This information is offered to preview or provide informally brief and varied comment on Bureau of International Commerce worldwide export and investment promotions. It is not final and does not substitute for detailed know-how and analysis in our regular news columns.

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Annual subscription $16.00 ($5.00 additional for foreign mailing). Single copy 35 cents. Domestic subscribers desiring airmail service must submit $25.00 additional for postage. Make remittance payable to the Superintendent of Documents and mail either to any U.S. Department of Commerce Field Office or to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

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the cover

The recent outstanding customer response at the Shalom department store in Tel Aviv, Israel, to an America Week promotion led the INTERNATIONAL COMMERCE editors to inquire about the background process that led up to this success. The Commerce Department specialist who assisted in the planning of this and other America Weeks supplies the details in a first hand report beginning on Page 2.

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Number 5

International Commerce

Published by
BUREAU OF INTERNATIONAL COMMERCE

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CROWDS AT SHALOM STORES' America Weeks promotion were so big that the management had to shut the doors frequently to ease the crush of buyers.

IN-DEPTH REPORT

America Weeks add sales

Official describes how planning for recent promotion brought 500,000 to see U.S. products

An Indian war whoop echoes in department store aisles in Dublin, a jazz band belts out ragtime for shoppers in Vienna, and a group of high fashion models parades before buyers in Melbourne. Emblems and insignia fill the eye with the image of America, past and present. Exporters of U.S.-made consumer goods have been assisted through 18 such department store promotions in 13 countries over the past two years. INTERNATIONAL COMMERCE *has asked the Commerce Department specialist in arranging these sales (busy now on four more for 1968) to pause and look back at the whole process of organizing America Weeks promotions, as these events are called. From this description may come tips for other U.S. makers of consumer products ready to export.*

By MERRITT FREEMAN
Office of International Trade Promotion, BIC

An America Weeks promotion in Tel Aviv, Israel? Why not? When Sidney Rosenzweig of Mutual Buying Syndicate, New York, made the suggestion in April, 1966, wheels began turning for a concentrated sales campaign overseas for U.S. products. Tentative plans were laid for the show to take place in fall, 1967, at Rosenzweig's Israeli client, Shalom Stores.

The call from Rosenzweig was no random inquiry. It had its origins in the America Weeks program's enlistment of Mutual and other U.S. buying agents for foreign retail establishments at the inception of the program in 1966. Rosenzweig and his colleagues have continued to act as informal advisers to Commerce.

The immediate action on the Commerce side was to seek information from a U.S. commercial officer abroad. Commerce has links with trained officers on the spot in 280 locations around the world. In this case, my link was with Chester Norris, Commercial Attache at the American Embassy in Tel Aviv. He made an assessment of interest with Raphael Barouch, general manager of Shalom Stores, Ltd.

Barouch expressed keen enthusiasm from the start, noting the success Shalom had enjoyed with a "British Fortnight" promotion, a sale of United Kingdom consumer products similar to America Weeks and programs by other countries to sell their goods abroad.

Barouch made plans to visit Washington in January of 1967 to discuss de-

tails of the proposed promotion with Commerce Department officials.

At the Washington meeting, which included Kurt J. Heilbronner of the New York office of Marcent International, Shalom's parent company, the size and scope of the sale were laid out, the merchandise lines to be included were decided, the physical space available in the store was considered, buying plans were firmed up, and promotional campaigns by both the store and the Commerce Department were outlined. This is, in outline, what an America Week promotion is all about.

Upon his return to Tel Aviv, Barouch summarized these discussions in a proposal to the Embassy, and on April 5 Commerce formally agreed to the proposal and began providing technical assistance.

All available information as to the best-selling items from previous America Weeks sales was sent to the store to guide it in making purchases for the promotion, and the April 17 issue of INTERNATIONAL COMMERCE carried the initial U.S. announcement of the sale for interested American exporters who wished to contact the U.S. buying office for Shalom.

We learned from the U.S. Information Agency that a space exhibit could be made available in Tel Aviv, and shipments were scheduled from four separate Mediterranean points. The Department of Agriculture was notified that U.S. food products would be included in the show, and their cooperation was requested by Shalom.

On May 4 Asher Rosenbaum, general merchandise manager for Shalom, arrived in this country with several store buyers and his display manager for meetings with Mutual and with Commerce officials.

Working through Mutual in New York and Harry and Sidney Arkin on the West Coast, the buyers began making commitments for the nearly $200,000 to be spent in the United States for merchandise to be displayed at Shalom during the sale. This figure is about the average for purchases for an America Weeks presentation.

Most of the items Shalom picked were new for the store. Principal suppliers were contacted by the buyers for promotional aids of all kinds. Many responded favorably, with some firms referring the requests to local agents or distributors in Israel.

Photos were taken in research on major decorations for the interior and exterior of the store—the Statue of Liberty in New York, the Lincoln Memorial in Washington. Pictures, maps, motion pictures, point-of-sale material, and graphics

PLANNING PROMOTION PURCHASES in New York, Kurt Heilbronner of Marcent International (above left) and Sidney Rosenzweig of Mutual Buying Syndicate discuss items to be included in the exhibition.

STORE OFFICIALS Asher Rosenbaum (above left) and Raphael Barouch (above right) look over plans for special promotional events, including performances in store by American Indian troupe (below).

GEMINI SPACE CAPSULE (above left) was among the most popular U.S. exhibits in the America Weeks promotion at Shalom Stores, along with a 30 foot high replica of the Statue of Liberty (above right) which greeted shoppers outside entrance. Other attractions included a statue of Lincoln.

of all kinds were examined. Promotional plans, such as budget by the store and Commerce, specific items, and cooperative advertising by the store and suppliers, were firmed up.

It was determined that the principal promotional contribution from Commerce would be a group of American Indians and cowboys—popular at several previous America Weeks—to appear at the store and at certain publicity functions. The date was set for a Nov. 3 opening, to fit in with the planned schedule for the Indian troupe to appear at another America Weeks sale at Arnotts Stores in Dublin, Ireland, Oct. 16-28.

Cities and major companies were contacted for support, and the Agriculture Department agreed to support the food part of the promotion and worked with the store to line up new food products to be shown. The promotion was gradually taking form.

Then came the Six Day War in the Middle East. Nobody knew whether the plan would have to be scrapped. Obviously, such a promotion would be impossible with the country at war.

Although the war ended quickly, the confusion and state of tension continued for weeks. Then Shalom Stores announced the promotion would go forward as planned. It soon became apparent, however, that shipping schedules could not be met. Import licenses had been delayed, since they had not been a priority item for consideration during war time, and new shipping arrangements had to be made. The final result was a two-week delay.

By September, American flags were being sent to Tel Aviv from European locations where they had been used in previous promotions, films and promotional materials were collected and sent to Shalom Stores. Revisions in plans were made because some organizations could not deliver as planned, but the promotion was going ahead.

Chief Wolfrobe Hunt arrived in Tel Aviv on Nov. 11, with the rest of the performing group arriving Nov. 14, just in time for the major press conference introducing the America Weeks sale to the Israeli news media.

When I arrived at the store, I was greeted by a 30-foot replica of the Statue of Liberty in the square outside the store. A lifelike statue of Abraham Lincoln stood at the entrance to the American Pavilion. The space exhibit was being set up. A TWA exhibit was already in place.

The "American Pavilion" area in the store, was a beehive of activity. The stage was in place at the far end of the room, backed by a magnificent mural of the old West. The right side of the pavilion contained the country store, the Western saloon, the pancake and barbecue-pie shops and ten company boutiques.

All of the pillars were enclosed with replicas of skyscrapers. Street signs designated 42nd and Broadway, Wall Street, and other familiar Manhattan names. Merchandise was being placed on counters and tables along the left side. The center space formed a large aisle, fronting the stage. The opening was scheduled for early evening on Nov. 16.

The speeches at the opening ceremony were brief and a group of 1500 special guests was allowed to enter the pavilion at 6:00 p.m. on the 16th. The doors were opened to the public a half hour later, but soon had to be locked again with hundreds of people still trying to get in. The store had two major problems—crowd control and a shortage of cash registers—but they had a hit on their hands.

Best-sellers

As Shalom Stores' general merchandise manager Asher Rosenbaum points out in the accompanying story, there really are very few items which could be called "poor sellers" at America Weeks promotions. There are those products which are sold out first, and those which go later.

Over the course of the two years during which official America Weeks sales have been held, Commerce Department analysts have been able to pinpoint the very top-selling lines among the several hundred categories of products displayed at the stores.

Standing at the top of the sales lists are linens, textiles and piece goods, housewares, men's ready-to-wear clothing, and food products.

Best-selling individual products within these categories included men's shirts, sportswear for men and women, towels and bed linen, kitchen gadgets, bathroom accessories, lingerie, and canned foods, all with the "Made in USA" label.

Autumn successes

The fall season of 1967 saw four America Weeks promotions taking place in widely separated countries —Ireland, Austria, Australia, and the sale in Israel reported in the accompanying article. Results from the other three show the consistent sales success of the America Weeks program.

In Ireland, 98 out of 100 product lines purchased for the showing were featured by Arnotts for the first time. Over 250,000 Irish shoppers bought $42,000 worth of the U.S. goods on display during the two-week sale, putting Arnotts sales figures well above those of its competitors for the period.

The management of A. Gerngross in Austria called the America Weeks sale there "the best and most successful of all the many so-called 'country exhibitions' held here." Sales in Gerngross' Vienna store topped $100,000 during the promotion, with the Linz branch adding $30,000.

Sales at the Australian Georges Stores reached $121,000, almost half the total amount purchased specially for the show, during the America Weeks promotion there. The total represented a 57% increase over the same period in 1966, with sales of $514,000 in American products expected during this year.

FAMILIAR NEW YORK STREET SIGNS decorated the "American Pavilion" area within the store. Crowds during sale totaled 500,000, with customers "grabbing anything on hand," said store officials.

In a special report after the first three days, Asher Rosenbaum stated, "At present this is not a regular sale—it is more of snatching. Customers find it difficult to see exactly what there is and grab anything on hand." He went on to list all records, all toys and sixty-one other items as selling well and twenty items selling poorly, but added, "Sold poorly does not mean will not be sold. After most of what is being grabbed at the moment is sold out, the other goods will be sold too."

In a follow-up letter dated Dec. 11, Rosenbaum stated: "The store turnover during the fortnight was three times more than during the two weeks before the America Weeks. The intake of the food department increased by 400%. The food department topped the success —around $75,000 worth during the fortnight.

"Eighty percent of the goods brought over were sold and many items were completely sold out in a matter of a few days," Rosenbaum continued. "In view of the great success, we have already prepared a repeat order amounting to around $25,000. We intend putting up an 'American corner' where American goods only will be sold throughout the year. Some of these goods we also intend selling wholesale." The store has a special wholesale department.

Rosenbaum went on to identify 20 items of foodstuffs and 48 household items already being reordered.

"I believe we shall reach $300,000 in our first year and increase this sum in the constant sale of American products," he predicted. "The Shalom Stores intends holding another promotion like the one just held, though in a broader scope, in the spring of 1970.

"During the two weeks the store had 500,000 visitors, and during the first few days, we were compelled to shut the entrance doors a few times daily to ease the pressure," Asher concluded.

An America Weeks promotion is always the creature of the overseas store which holds it. The U.S. Government can assist, and does, but the sale succeeds or fails on the basis of the store's effort. So far we've been very fortunate. We've been able to work with many of the finest stores in the world, and their competence and desire to sell U.S. products has been obvious. We hope to continue this record of cooperation.

U.S.-MADE CONSUMER GOODS with a total value of $200,000 were purchased by Shalom for the promotion, with repeat orders expected to amount to at least $300,000 in the year following the show.

FIRST SESSION SUMMARY

Import quota measures topped Congress agenda

About 750 bills touched this subject; second session expects Administration trade proposal

By JEANNE HOWE

Office of Commercial & Financial Policy, BIC

The 90th Congress, back in session, takes up its legislative tasks after a first session that, in the field of international trade, was concerned primarily with the effect of imports on the U.S. economy.

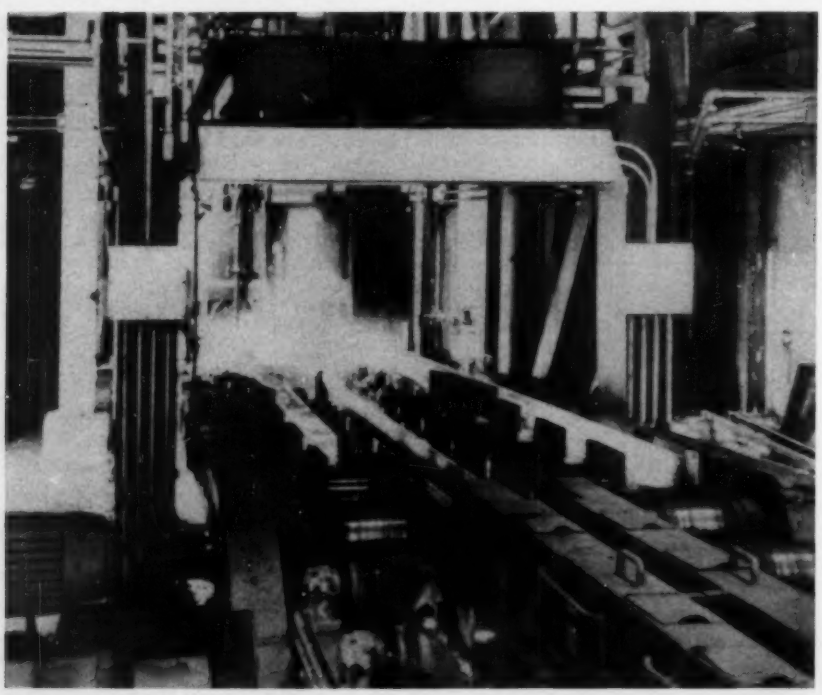
Of the approximately 1,060 bills and resolutions regarding foreign trade introduced in the session that adjourned Dec. 15, 729 House and 19 Senate bills propose to establish quotas to control imports of a variety of products into the United States.

Increasing Congressional interest in the impact of U.S. imports was reflected by hearings on pending import quota bills held by the Senate Finance Committee from Oct. 18 to 20. The hearings commenced with testimony by the Secretaries of State, Commerce, Interior, Agriculture and Treasury and the President's Special Representative for Trade Negotiations. Leading representatives of industry, farm organizations and importing groups also appeared before the Committee.

Few bills relating to trade and tariff matters were enacted during the first session. Provisions for duty-free entry of imports of dicyandiamide, limestone when imported for use in the manufacture of cement, and bagpipes and parts were approved by Congress and the President. Also passed and signed into law were four bills extending duty suspensions on ferronickel, unwrought nickel and nickel powders, manganese ore and metal scrap, and gifts not exceeding $50 from members of the Armed Forces serving in combat zones.

Measures which have been passed by the House and referred to the Senate include a bill to amend the present classification of Chinese gooseberries in the tariff schedule and thereby reduce the applicable rate of duty. A second bill would reduce the present quota for extra long staple cotton by the amount now allocated to countries which have severed diplomatic relations with the United States.

BILLS TO ESTABLISH IMPORT QUOTAS on iron and steel were introduced in Congress during 1967 to protect U.S. producers. This is a casting machine at the Robin Steel mill in Dunkirk, New York.



Center on two problems

The second session of the 90th Congress will probably center its attention in the trade field on two major problems, 1) the trade bill to be submitted by the Administration and 2) quota restrictions on imports.

The Administration's trade bill is expected to be submitted to the Congress in coming months. Administration officials have announced that the bill will include proposals to liberalize the procedures for granting adjustment assistance to firms and workers injured by import competition, to repeal the American Selling Price system of valuation in order to implement part of the Kennedy Round agreement on chemicals, and to extend the tariff negotiating provisions of the Trade Expansion Act of 1962 which will provide the Administration with continuing authority for the trade agreements program.

Quota restrictions on imports will continue to be a major issue in the coming Congressional session. The quota bills

which were introduced during the first session cover 20 categories of goods. In addition, bills proposing "orderly marketing of certain imports" would establish quotas for any commodity when imports exceed a specified level. All these measures are pending for consideration by the appropriate committees of the House and Senate.

The number of House bills and Senate co-sponsors of the corresponding Senate bill are as follows, respectively, for each category: orderly marketing, 11 and 23; textiles, 200 and 68; iron and steel, 66 and 36; petroleum, 46 and 29; meat, 71 and 38; dairy products, 190 and 59; lead and zinc, 34 and 28; consumer electronic products and components, 0 and 2; mink skins, 58 and 2; footwear, 4 and 9; flatglass, 3 and 5; groundfish, 7 and 8; potash, 1 and 1; ball and roller bearings, 0 and 3; stainless steel table flatware, 7 and 1; ferroalloys, 1 and 1; prepared strawberries, 11 and 8; honey, 15 and 5; baseball gloves, 3 and 0; scissors and shears, 0 and 1; hardwood plywood, 1 and 0.

Among the most important of the remaining bills to be carried over to the next session are those which would amend Section 22 of the Agricultural Adjustment Act, some which propose to amend the adjustment assistance provisions of the Trade Expansion Act, and a series of bills concerned with low-wage imports.

EXPORTS CONTINUE STRONG SHOWING as Congress concentrates on the import side of the U.S. trade picture. Above, crates are hoisted aboard an outward-bound freighter in San Francisco.

Amendments to farm act

Bills proposing to amend Section 22 of the Agricultural Adjustment Act of 1933 would require the Tariff Commission, upon request by the President, resolution by either the Senate or House Agriculture Committee, or application of any interested party, to investigate and report within three months whether imports of agricultural products are causing or threatening serious injury to domestic producers of like products or to price support programs. Under existing provisions of Section 22, only the President can direct the Tariff Commission to conduct an investigation. In addition, Section 22 is presently applicable only to imports which interfere with any of the domestic programs administered by the Department of Agriculture.

The bills proposing to amend the adjustment assistance provisions of the Trade Expansion Act would require the Tariff Commission, upon Presidential request, resolution of the Senate Finance Committee or House Ways and Means Committee, or petition by industry, a firm or a group of workers, to conduct investigations to determine whether trade concessions have led to increased imports causing or threatening serious injury to domestic industries, firms or groups of workers. A positive injury determination would be mandatory when the Tariff Commission found that increased imports have resulted "in whole or in part" from trade concessions and have contributed "in any substantial degree" to such injury. Under the present statute tariff adjustment and adjustment assistance remedies depend on a finding that increased imports, either actual or relative, have resulted "in major part" from trade concessions and have been "a major factor" in causing or threatening serious injury.

Must make finding

The Tariff Commission would be required to make a finding of serious injury when increased imports have contributed substantially to a declining volume of production regardless of other influencing factors, and the President would be required to provide tariff adjustment. In all cases of affirmative findings by the Tariff Commission, the President, in addition to providing increased protection in the form of duty increases, import quotas, or orderly marketing agreements, would be required to certify that the injured party is eligible to apply for adjustment assistance. Under present provisions the President may or may not take action following an affirmative determination by the Tariff Commission and may exercise discretion as to the remedy to be applied.

A bill proposing to establish procedures for relief of industries and labor injured by low-wage imports has been passed by the House and referred to the Senate. The bill would require the Secretary of Labor, within four months of receipt of a request from the President, Congress, a labor organization or any interested party, to investigate and report whether low-wage imports are causing or substantially contributing to or threatening serious impairment of the "health, efficiency and general well being" of any group of workers. A positive finding of impairment would be reported to the President, who may take action deemed appropriate to remove the impairment.

Another bill would require the Secretary of Labor to investigate complaints by an employer of, or labor organization representing, a substantial number of employees in any industry wherein foreign competition has caused or threatens to cause increased unemployment in the United States.

In addition, a House concurrent resolution would prohibit imports from foreign producers who do not meet the minimum wage and overtime compensation standards of the Fair Labor Standards Act of 1938.

WORLD MARKET REPORT, PAGES 8-11

Nations expand imports

U.S. share rises in Canada, United Kingdom; is lower in many other leading markets

U.S. exporters expanded sales in most of this country's 50 leading markets in the latest 12 months for which current statistics are available. Our market position, however, advanced or held level in only a third of these areas.

Gold and foreign exchange reserves of the 50 countries shown in the table on pages 10 and 11 rose slightly more than a billion dollars during the year ending Sept. 30, 1967. Slightly more than half of the increase was credited to developing countries.

Foreign purchases rise

A substantial majority of this country's principal trading partners again imported more goods in the past 12 months. Among the developed nations, the highest rates of increase were shown by Japan, Norway, Yugoslavia, Canada, and Italy; Thailand, Korea, Pakistan, and Brazil were the most buoyant markets among the developing group.

With its economy recording a spectacular advance, Japan continued to expand purchases of foreign goods at a faster rate than any of the major industrial nations. Stimulated by a growth in industrial output of about a fifth during 1967, imports increased by 23% in the 12 months ending last October.

Imports into Norway climbed by 19% in the past year, reflecting substantially higher purchases of foreign-built merchant ships and the demand pressures of an economy enjoying full employment and near capacity production. Easing of licensing requirements on Jan. 1, 1967, liberalized about half of Yugoslavia's import trade and contributed importantly to a 14% rise in purchases of foreign goods in the year ending September 1967.

Canada and Italy both recorded increases in imports of 13%. The Canadian advance was largely attributable to greater arrivals of duty-free cars and other automotive products from the United States under the trade agreement of 1965. The Italian economy absorbed more foreign goods as it moved at a fast pace. Industrial output and investment in 1967 were running about a tenth higher than in the preceding year.

U. K. imports were only moderately higher as governmental measures continued to restrain economic growth. Steps taken to dampen demand, in an effort to improve the balance of payments position, held the rise in arrivals of foreign goods to 4% in the year ending October 1967. Similar low rates of increase in imports by France stemmed from the less vigorous performance of the economy.

A number of developing nations again recorded the highest rates of import increase among the countries reporting current data. Thailand's economic boom, utilization of development loans fom the United States and the World Bank, and U.S. military programs sparked a sharp rise in imports. With industrial output exceeding 1966 levels by nearly a sixth, Korea increased its purchases from abroad by 45%.

Pakistan's quickening economic growth helped boost imports by nearly a third. Also stimulating the country's buying of foreign supplies was the continuing demand for industrial materials to replenish inventories drawn down during the conflict with India in September 1965.

Despite a slowdown in the Brazilian economy in the first half of 1967, imports for the year ending last September increased by 20%. Wide ranging duty cuts by Brazil in early 1967 contributed importantly to the larger inflow of foreign merchandise.

Among the dozen leading traders whose imports decreased during the latest reporting period were Germany, New Zealand, and Austria. Reduced purchases abroad also were recorded by several developing nations including India, Israel, and Venezuela.

German imports fell by 5% in the year ending October 1967 due mainly to the economic recession, which has since bottomed out. Substantially larger local production of grain in 1966 also decreased demand for foreign agricultural products. In neighboring Austria, the good feedgrain crop and sluggishness in industrial output and investment during 1967 led to a small cutback in imports. New Zealand, in economic difficulty because of falling wool prices, also reduced foreign purchases. Licensing and a tight money policy were utilized to effect a decline in imports until export earnings and farm incomes improve.

In Israel, an economic slowdown prior to the June war with the Arab States and the disruptive effects of that conflict led to a 12% drop in imports for the 12 months ending September 1967. The lower level of imports by India stemmed from poor crops and the accompanying decline in economic activity. Venezuela's diminished foreign purchases during the year ending March 1967 mirrored the sluggishness of its economy. Business there has since been stimulated in part by expanded petroleum output resulting from the Arab-Israeli crisis.

U.S. sales up, shares down

Nearly three-fifths of our 50 principal markets expanded their purchases of U.S. goods in the past year. The largest relative increases among our top outlets were registered by Japan, Canada and the United Kingdom. Our shares also improved in the latter two markets.

Japan's imports from the United States spurted by 20% in the year ending October 1967 as our share of that fast growing market was substantially maintained. The country's economic boom required increasing amounts of U.S. industrial materials, especially iron and steel scrap, softwood logs, coal, and chemicals, as well as machinery.

The strong American position in the Canadian market was strengthened further as imports from U.S. suppliers rose by a sixth. The bulk of the gain came from higher shipments of automotive products.

Purchases of our goods by the United Kingdom climbed by 8%, twice as fast as total imports. Despite stagnation in the British economy, demand was strong for American-made machinery and aircraft. In France, on the other hand, our share slipped a bit as imports from the United States rose only 3%. Sharp increases, nevertheless, were registered in arrivals of our aircraft and computers. Among the other West European markets, larger purchases from U.S. exporters were recorded only by Denmark, Norway, and Ireland.

In Germany, our principal market on the Continent, U.S. sales dropped by 6% in the face of generally reduced demand for foreign merchandise. Italian purchases of U.S. goods were similarly lower,

though total imports were substantially higher. The weakening occurred principally in demand for our coal and corn.

The decline in value of imports from the United States and in our share was particularly marked in the smaller markets of Yugoslavia, Turkey, Greece, and Austria. Following the termination of PL-480 shipments to Yugoslavia in 1966, smaller quantities of wheat and cotton were purchased from this country. These reductions were principally responsible for the 35% decline in our exports to that country and the significant loss in market position.

Turkey, Greece, and Austria reduced purchases of American goods by a fifth. The fall-off in Turkey affected chiefly imports of grains, due to good crops, and fats and oils, where barter shipments under PL-480 ceased after 1966. A cutback in arrivals of PL-480 corn and in purchases of aircraft were the main factors in the drop in imports by Greece. The decline in U.S. sales to Austria was attributable to the improvement in local feed crops as well as to stronger price competition from East European corn.

Among the developing areas showing marked increases in imports of American products were Korea, Iran, Pakistan, and Hong Kong. The U.S. shared in the rapidly expanding Korean demand for foreign goods. Imports from this country rose by 45%, largely as a result of greater purchases of our iron and steel scrap and aluminum and expanded commercial movements of wheat.

Heavier purchases of American aircraft, metalworking machinery, power generators, and copper helped boost U.S. imports into economically buoyant Iran by 30% in the 12 months ending July 1967. This sharp gain improved our relative position in the market, as total arrivals of foreign goods rose by less than a fifth.

Assisted by U.S. Government financing, imports of our goods into Pakistan expanded by 25%. Additional quantities of grain and steel moved there under the PL-480 and AID programs, respectively. Though we remained Pakistan's leading supplier, our share contracted somewhat during the year ending last September. In contrast, the U.S. market position was considerably enlarged in Hong Kong as arrivals from this country grew by almost a fourth. Nonelectrical and electrical machinery accounted in the main for the expanded purchases from U.S. suppliers.

Mexico and Argentina also increased buying in the United States. Imports of our goods by the expanding Mexican market were 8% higher, due principally to larger purchases of railway vehicles and nonelectrical machinery. In Argentina, a tenth more was imported from this country, mainly from expanded arrivals of our nonelectical machinery and aircraft.

U.S. goods moving into India and Israel declined in value and share. Smaller deliveries of PL-480 wheat contributed significantly to the 13% drop in Indian imports from this country. Poorer commercial sales of soybean seeds and oils and a cut in PL-480 shipments were mainly responsible for a nearly one-fifth decrease in Israeli imports from the United States. In both countries, we remained the principal foreign supplier.

A report on the value of total imports into all of the major free world foreign markets for which current statistics are available, and the U.S. share of those markets, is published quarterly in INTERNATIONAL COMMERCE. *The preceding report appeared in the issue of Nov. 6.*

A tabulation showing current changes in world import markets and in the U.S. share, as well as changes in reserve holdings of the various countries, is presented on pages 10 and 11.

The report was prepared by the International Trade Analysis Division of the Bureau of International Commerce.

Gains, losses

Gold and foreign exchange reserves of the leading trading countries totaled $52.3 billion at the end of the third quarter of 1967. The number of developed countries gaining reserves was roughly equal to those losing; a similar division occurred among the developing nations.

Italy's holdings climbed by $446 million, the largest year-to-year gain among the developed nations, to reach a level of $5.4 billion at the close of September 1967. Belgium-Luxembourg expanded reserves by a quarter of a billion dollars. Continued economic sluggishness held imports level but exports increased moderately.

The business slump in Germany was likewise principally responsible for the $217 million rise in reserves to $7.9 billion. A substantial trade surplus was recorded when foreign purchases dropped below the previous year's value and exports advanced. The increase in Swiss holdings was about the same as that realized by Germany.

U.K. reserves fell another $100 million in the third quarter, following the large decline of $425 million in the preceding three-month period. The further slippage in holdings was attributed to the adverse effect on exports of the unauthorized dock strikes and higher import costs resulting from the Middle East crisis. Due to a gain in the March quarter, the net loss for the 12 months was held to $428 million.

French reserves declined for three quarters because of a widening trade deficit and then recovered in July-September 1967. The reduction for the year was $128 million, bringing the total down to $6.8 billion. After reaching a peak in the third quarter of 1966, South Africa's holdings also trended downward until they leveled off in the September quarter of 1967. The year-to-year loss of $163 million reflected the high rate of increase in arrivals of foreign goods resulting principally from the Government's relaxation of import controls to counter inflationary pressures and to some extent reduced competitiveness of domestic goods.

In developing countries

Major gains in reserves among the developing countries were reported by Argentina, Israel, Thailand, and Korea. The $440 million rise in Argentina's holdings to $700 million was a consequence mainly of the return of capital following the March 1967 devaluation and the drawdown of part of the stand-by credits extended by banks in the United States, Canada, Europe, and Japan.

Israel's reserves climbed sharply during the third quarter as the war with the Arab States spurred an extraordinary inflow of foreign exchange, mainly dollars, from remittances and bond purchases.

Holdings of Thailand rose steadily, exceeding $1 billion by the end of September 1967. Korea's reserve position was also improved substantially. Despite an increase in the trade deficit, a year-to-year gain of $96 million was recorded as a consequence of higher remittances from Koreans in Viet-Nam and increased sales to U.N. forces stationed in the country.

Big declines in reserves were experienced by Brazil, Peru, and Nigeria. A low level of coffee exports and sharply higher foreign purchases were the major factors reducing Brazil's reserves by more than two-fifths. An even sharper loss by Peru was partly traceable to the country's worsened trade possition. Also important was the outflow of funds due to fears of devaluation, which in fact occurred when a 44% cut in the value of the sol was announced last September.

Nigeria lost a third of its reserves as a result of the civil war which disrupted the economy. Exports fell faster than imports, private capital inflows dropped, and reserves were used to finance arms purchases and for payment of debt service. India continued to lose substantial reserves. A decline in exports and in invisible eanings were the main factors in the $78 million loss.

Bureau of International Commerce

World

The 50 markets shown below accounted for 90% of 1966 imports into all free-world

Value in millions of dollars

Published

Country	1966 imports			1967 imports January through latest month				Import change in latest 12 months compared with preceding 12 months		Reserves at end of third quarter	
	From world	From U.S.	U.S. share %	Latest month	From world	From U.S.	U.S. share %	From world %	From U.S. %	1966	1967
Germany, Fed. Rep.	18,167	2,294	12.6	Oct.	14,280	1,748	12.2	− 5	− 6	7,672	7,889
United Kingdom	16,671	2,024	12.1	Oct.	14,775	1,857	12.6	+ 4	+ 8	3,161	2,733
France	11,843	1,200	10.1	Nov.	11,261	1,130	10.0	+ 4	+ 3	6,878	6,750
Canada	9,930	7,186	72.4	Sept.	8,133	5,968	73.4	+13	+15	2,710	2,682
Japan	9,523	2,658	27.9	Oct.	9,560	2,631	27.5	+23	+20	2,089	2,047
Italy	8,571	1,049	12.2	Sept.	7,110	772	10.9	+13	− 5	4,999	5,445
Netherlands	8,016	910	11.4	Oct.	6,875	729	10.6	+ 2	− 3	2,409	2,475
Belgium-Luxembourg	7,174	569	7.9	Oct.	5,824	477	8.2	−(1)	− 1	2,294	2,551
Sweden	4,574	427	9.3	Oct.	3,865	352	9.1	+ 3	−(1)	1,054	1,028
Switzerland	3,945	357	9.0	Sept.	3,071	245	8.0	+ 5	− 8	2,931	3,156
Australia	3,636	904	24.9	Sept.	3,003	744	24.8	+ 6	+ 2	1,611	1,477
Spain	3,591	609	17.0	Nov.	3,203	535	16.7	− 1	−(1)	1,277	1,108
Denmark	2,990	237	7.9	Oct.	2,596	221	8.5	+ 6	+ 6	558	534
India	2,758	1,059	38.4	July	1,640	589	35.9	− 8	−13	657	579
South Africa, Rep. of	2,526	449	17.8	May	1,303	235	18.0	+12	+ 3	815	652
Norway	2,403	180	7.5	Oct.	2,288	145	6.3	+19	+ 5	487	625
Austria	2,328	101	4.3	Oct.	1,891	67	3.5	− 2	−22	1,327	1,439
Hong Kong	1,767	191	10.8	Nov.	1,639	217	13.2	+ 3	+24	(2)	(2)
Finland	1,726	97	5.6	Oct.	1,415	71	5.0	+ 4	−10	198	204
Mexico	1,605	1,026	63.9	Sept.	1,299	822	63.3	+10	+ 8	494	573
Yugoslavia	1,574	200	12.7	Sept.	1,265	101	8.0	+14	−35	108	129
Brazil	1,497	590	39.4	Sept.	1,219	432	35.4	+20	+16	421	231
Venezuela	1,331	681	51.2	Mar.	406	195	47.9	− 7	−10	704	772
Singapore	1,328	69	5.2	Sept.	1,077	54	5.0	+ 9	+ 5	(2)	(2)
Greece	1,223	131	10.7	Sept.	841	77	9.1	− 1	−22	271	270

Note: The countries shown above include the 50 major importers of U.S. merchandise in 1966 for which current data are available. In order to present comparable statistics for all countries, import data have been adjusted from an f.o.b. valuation to a c.i.f. valuation for the following: Australia, Canada, New Zealand, Panama, Republic of South Africa, and Venezuela. Reserves include official holdings of gold and foreign exchange and the gold tranche position in the International Monetary Fund.

market report

foreign markets and 92% of imports from the United States.

quarterly

Country	1966 imports			1967 imports January through latest month				Import change in latest 12 months compared with preceding 12 months		Reserves at end of third quarter	
	From world	From U.S.	U.S. share %	Latest month	From world	From U.S.	U.S. share %	From world %	From U.S. %	1966	1967
Thailand	1,173	434	37.0	Mar.	[3]256	[3]40	[3]15.6	[3]+65	[3]+114	908	1,043
Argentina	1,124	257	22.8	Oct.	924	207	22.4	+ 1	+10	260	700
New Zealand	1,096	122	11.2	Sept.	783	84	10.7	− 4	− 7	132	115
U.A.R. (Egypt)	1,070	212	19.8	...	...	...	...	+15	+13	173	175
Ireland	1,043	98	9.4	Sept.	816	69	8.4	+ 7	+ 7	467	517
Portugal	1,023	82	8.0	Oct.	783	60	7.7	+ 4	−11	1,048	1,188
Philippines	957	325	34.0	Sept.	846	301	35.6	+24	+19	219	206
Iran	930	172	18.5	July	651	125	19.2	+19	+30	264	255
Pakistan	898	266	29.6	Sept.	860	278	32.3	+31	+25	225	171
Israel	840	222	26.4	Sept.	545	135	24.7	−12	−19	611	769
Peru	817	321	39.2	Oct.	696	254	36.6	+ 4	− 2	141	48
Chile	757	298	39.4	...	...	...	...	+25	+26	146	104
Turkey	725	174	24.0	Sept.	514	95	18.4	+ 2	−20	116	111
Nigeria	718	116	16.2	Aug.	451	63	13.9	− 3	−([1])	215	149
Korea, Republic of	716	254	35.4	Sept.	658	202	30.7	+45	+45	200	304
Colombia	674	324	48.0	July	296	135	45.5	+11	+ 4	96	109
Taiwan	622	167	26.8	Apr.	235	67	28.6	+11	− 4	345	416
Kuwait	463	97	21.0	May	258	59	23.0	+27	+33	145	183
Trinidad and Tobago	457	65	14.1	Sept.	306	47	15.4	− 6	− 2	28	[4]25
Jamaica	321	116	36.2	June	174	68	39.0	+19	+37	107	120
Panama	253	104	41.0	June	126	51	40.6	+ 8	+ 4	32	[5]37
El Salvador	220	72	32.5	June	109	34	31.4	+ 4	+ 3	54	57
Guatemala	207	87	41.9	...	...	...	...	−10	−11	73	64
Nicaragua	182	83	45.7	Apr.	62	26	42.7	+11	+ 3	55	38
Costa Rica	178	70	39.1	Apr.	56	23	40.8	+ 5	+ 4	18	14

[1] Less than 0.5 percent.
[2] Not available.
[3] Port of Bangkok only.
[4] End of August.
[5] End of June.

Source: Official trade statistics of listed countries.
International Monetary Fund, International Financial Statistics.

U.S. payments program and future negotiations

Assistant Secretary McQuade reviews measures, assesses U.S. course on border taxes

By LAWRENCE C. McQUADE
Assistant Secretary
for Domestic & International Business

The New Year's package of balance of payments measures announced by President Johnson represented a series of hard choices. Some of these measures run counter to our general national philosophy that a minimum of restrictions make for a better economy and a better society.

McQUADE

But castor oil seems to be needed. Over the last 18 years our gold stock has declined from about $23 billion to less than $12 billion—paralleling annual balance of payments deficits in every year but 1957.

In 1965 and 1966, these deficits—down to about $1.5 billion in those years—seemed to be getting under better control. But preliminary figures for 1967 indicate a deficit on the order of $3.5 billion to $4 billion. And, in December alone, the nation's monetary gold stock dropped by $925 million.

The circumstances constitute an emergency not only for the United States but also for the rest of the world. Our traditionally large trade surplus and our $790 billion Gross National Product testify to our intrinsic economic strength and ability to compete in world markets.

In fact, *because* of our economic and financial strength we have spent, lent, and invested more dollars in other free world countries than have come back to us. Our deficits have financed much of the growth of international trade and the world's economy. Furthermore, as a strong nation, we have made a greater contribution than other nations to the mutual security and economic progress of this interdependent world.

On Jan. 1, President Johnson announced several actions intended to bring our balance of payments into better order.

They begin at home—with proposals for a tax increase, better government expenditure controls and appropriate monetary policies to keep our domestic economy from losing its competitiveness in world markets by inflation.

The measures more specifically pointed at the balance of payments accounts seek a savings in 1968 of about $3 billion.

Direct Investment. Of this amount, $1 billion is supposed to come from a mandatory program to restrain direct investment abroad.

As the President describes it:

The program will be administered by the Department of Commerce, and will operate as follows:

► As in the voluntary program, overall and individual company targets will be set. Authorizations to exceed these targets will be issued only in exceptional circumstances.

► New direct investment outflows to countries in continental western Europe and other developed nations not heavily dependent on our capital will be stopped in 1968. Problems arising from work already in process or commitments under binding contracts will receive special consideration.

► New net investments in other developed countries will be limited to 65% of the 1965-66 average.

► New net investments in the developing countries will be limited to 110% of the 1965-66 average.

This program also requires businesses to continue to bring back foreign earnings to the United States in line with their own 1964-66 practices.

The opening weeks have brought home to us in the Commerce Department, even more clearly than did our Voluntary Program, how complicated and diverse are the problems and equities of cutting back on American business activities overseas. In keeping with the President's pledge, work in process and commitments under binding contracts, which might otherwise be prohibited, are being facilitated by special attention and, if necessary, special authorization. However, if the $1 billion goal of the program is to be met, an austere standard will need to be set on all other requests for special authorization or exception—even those which have a great deal of merit by one test or another.

Obviously, investment relates to our earnings on balance of payments account. The oil company must be able to complete the pipe line which brings its oil to market or the U.S. balance of payments suffers; the manufacturing company which needs to build an assembly plant or packaging concern in a foreign market in order to maintain or improve its export trade to that market must be able to do so or the U.S. balance of payments suffers.

In short, the balance of payments savings of limiting outflows for direct foreign investment have a balance of payments cost. Over the short run, the cost to the country may be modest, especially if companies have enough leeway under the mandatory program—and from foreign borrowings, which are free from the program—to make the more important additional investments in plant and equipment.

It should perhaps be made crystal clear that adoption of our own controls over direct foreign investment by U.S. companies does not diminish in any degree the traditional opposition by the U.S. Government to discriminatory limits set by other countries upon such investment.

Federal Reserve Program. As a second element of restraint upon the capital account, the program of the Federal Reserve Board which sets limits upon overseas credits by banks and financial insti-

This article is adapted from an address given in Denver on Jan. 16 by Mr. McQuade.

tutions has been made substantially more restrictive than its earlier form. The new guidelines for lending are designed to achieve a net inflow of at least $500 million in 1968. The ceiling for lending has been cut to 103% of outstanding credits as of Dec. 31, 1964; banks are asked not to renew at maturity, and not to relend upon receipt of payments, outstanding loans in the developed countries of Western Europe which have a one year or greater maturity; short-term loans to this area are supposed to be reduced by 40% during 1968; holdings of foreign assets covered by the program are to be reduced by 5%; and holdings of liquid funds abroad, other than minimum working balances, are to be reduced to zero during 1968.

To keep the export element of the balance of payments in health, an exception is made from the Federal program for direct loans or loans guaranteed by or insured by the Export-Import Bank or the Foreign Credit Insurance Association (FCIA). In addition, banks are asked to give absolute priority, within their ceilings, to bona fide export credits.

(Banks are also asked to give highest priority among nonexport credits to loans to less-developed countries and to avoid restrictive practices which would unduly burden Canada, Japan and the United Kingdom.)

The Federal Reserve program will no doubt succeed in its goal of helping the balance of payments by $500 million on its account. We have a natural concern that, in doing so, it will not impede the flow of export credit needed to support the nation's export trade.

Federal Government Expenditures Overseas. The President also proposed finding the means to cut by $500 million the outflows attributable to government activities overseas. In light of our national security obligations and the rigor of previous efforts in this area, a savings of this size will entail quite an effort.

Travel. The most talked about measure recommended by the President has been his request to the American people to defer for the next two years all nonessential travel outside the Western Hemisphere. The deficit on travel account has long been a gaping hole in the U.S. balance of payments. After netting travel to the United States against travel to other lands, the deficit approaches $2 billion. A program without some effort to deal with this dollar drain would be incomplete. The President's proposal shoots for a savings of about $500 million.

Hyperbole has been common among commentators on this subject. It seems to me, however, that a tax or other device which makes foreign travel less attractive (but does not prohibit it) is not fundamentally different from the tax that you and I pay when we go to the movies. Our freedoms remain the same, though our desire for the activity may be diminished because it is more expensive.

In any event, unless the level of overseas travel by Americans can be brought down by persuasion, some legislative measure to make foreign travel less attractive may well be appropriate in light of the overall national need.

To add a positive note to the travel issue, a task force has been established to devise a program to attract foreign visitors to the United States—to bolster the efforts of the Commerce Department's United States Travel Service.

Trade. Measures in the trade field reflect the importance of this factor in our balance of payments. The trade surplus for 1967 will be about $4.4 billion—the biggest single plus factor in our international accounts.

In addition to the new opportunities created by the Kennedy Round, the new balance of payments program includes several trade expansion features.

Export financing will be improved. The President is asking Congress to earmark, for more aggressive export financing purposes, $500 million of the Export-Import Bank's $13.5 billion authorization. A little more daring is in order.

And the Export-Import Bank will shortly adopt a more liberal rediscount system to induce commercial banks toward more aggressive export financing. The rediscount system introduced last year, partly in response to urging from the National Export Expansion Council, has laid the groundwork for the better system about to take effect.

On the **trade promotion** front, the President proposed "an intensified five-year, $200 million Commerce Department program to promote the sale of U.S. goods overseas." Most of this will be spent on more intense use of our traditional programs. For example, the trade exhibitions sponsored by the Commerce Department have shown an average 15 to 1 pay off in terms of the first year's sales, and a 30 to 1 pay off in terms of balance of payments benefits. In second and succeeding years there is a snowball effect.

Starting Aug. 20, we will stage U.S. exhibitions at eight of the world's biggest commercial fairs for industrial and electronic equipment, food preparation, hotel equipment, machine tools, air and water pollution equipment, packaging, drilling machines, scientific instruments and mining and construction machinery. It is a chance to make a push on the export side in Chile, Finland, France, Germany, Japan, the Netherlands, El Salvador and Turkey. These fairs are international events. Businessmen travel around the world to see and buy on the spot and

WORLDWIDE COMMERCIAL EXHIBITION PROGRAM of the U.S. Department of Commerce described by Mr. McQuade passed a milestone in November when the 200th show in the six overseas U.S. Trade Centers was held, at the Tokyo center. Show officials are (from left) design officer Fred Harris, Washington trade promotion supervisor Thomas deSeve, director Richard Garnitz, exhibit officer John Reed.

after the fair closes.

In addition, we will put on a "solo" exhibition—actually, our own U.S. commercial "fair"—in Sao Paulo.

In this event, our U.S. exhibitors will have the stage to themselves. American businessmen have scored outstanding sales success at our previous "solo" events—in Caracas, Venezuela, and other cities. Our 1966 show in Mexico City made such a hit with both U.S. and Mexican businessmen that we played a return engagement there in 1967.

As usual, we will have a succession of different product shows throughout the year at each of our six overseas U.S. Trade Centers—in Bangkok, Frankfurt, London, Milan, Stockholm, and Tokyo. Upcoming shows will feature U.S. products ranging from industrial process controls to child care and medical equipment. These Centers also are available on a "between show" basis to all U.S. manufacturers wishing to introduce or promote their products in these markets.

All our tested and proven export promotion devices—trade missions, sample displays, business information centers, to name but a few—are ready for use.

New programs

We are also working out some new export promotion programs. Our plans include a new cooperative industry-Government program, involving Commerce participation with trade associations or groups of firms in the systematic development of export markets over a period of several years. As President Johnson described it, "through these associations, we will provide direct financial support to American corporations joining together to sell abroad."

Future Negotiations. The foregoing summarizes the new balance of payments program of the United States. While it will have effects going in both directions, the net effect should be strong impetus to our export trade. Improved credit, greater trade promotion and the initiative on one of the significant non-tariff barriers should add significant impetus to the new opportunities which will come into being as the Kennedy Round comes into effect this year and hereafter.

The border tax issue, of course, represents the first of "future negotiations."

This concerns the practice in Western Europe under which indirect taxes paid in the course of business in a given country are rebated to the exporter when he sends goods to another country and, concomitantly, U.S. or other goods imported into such country pay a *border tax* equivalent to the indirect taxes paid locally. This system makes exports more attractive to the European businessman and adds another hurdle to U.S. goods destined for Europe.

Some people object to the European system as being, in effect, an export incentive and an extra tariff barrier—an inequitable advantage over those without such a tax system. This view is disputed by others, who say that once an equilibrium has been reached (including exchange rate adjustments), there are no trade distorting effects unless there is a change in the amount of the border tax and rebate.

But, in any event, this system is permitted by the General Agreement on Tariffs and Trade (GATT) for indirect taxes—but not for direct taxes such as the U.S. income tax.

However, as the European Economic Community "harmonizes" the tax systems of the six participants to the system used in France, Germany, and the Netherlands, eventually all the other EEC countries are scheduled to change their border tax rates—a change with harmful trade effects upon the United States. To meet this phenomenon, as well as explore what might properly be done about the basic situation, the United States has already inaugurated discussions in Europe and Asia, seeking "cooperative action to minimize the disadvantages to our trade which arise from differences among national tax systems."

Course being set

The American strategy for these negotiations is not yet sunk in concrete. It will be tricky terrain with more than usual risks of offsetting actions by others. But some action is definitely in store. Concurrently with action on that front, we are asking "where do we go from here?"

Ambassador William M. Roth, the Special Representative for Trade Negotiations, is conducting a comprehensive study of the shape of our future U.S. trade policy.

The study will cover post-Kennedy Round tariff and non-tariff barriers; possible methods of future trade negotiations on industrial and agricultural products; regional blocs and the most-favored-nation policy; export subsidies and countervailing duties; border tax adjustment; tariff preferences and other aspects of trade policy toward developing countries.

Public hearings will be held in late March to obtain recommendations and suggestions from every sector of our economy—manufacturers, merchants, trade unions, farm organizations, consumer groups, and experts from our universities and research institutions.

These hearings will consider the implications of further liberalization—on U.S. industry, agriculture, and the economy as a whole.

How can we lower non-tariff barriers? Bringing down non-tariff barriers is our big unfinished task. As tariffs are reduced, countries tend to rely more on non-tariff measures to protect domestic producers.

Many of these barriers have an innocent purpose or appearance, yet have an impeding and discriminatory effect on trade, for example, safety regulations, marking and labeling requirements, food and drug standards, border tax adjustments, health and sanitary regulations.

To make progress, the United States will undoubtedly have to give up some of our own non-tariff barriers, such as ASP, in order to persuade other nations to take similar steps.

For developing lands

How can we best help the developing countries? A top-priority objective of U.S. trade policy is to cooperate with other industrialized nations in helping the less developed nations modernize their economies and broaden their markets.

The less-developed countries hope to increase their export earnings—and thereby earn foreign exchange to meet their import needs—through better market access in the developed countries.

The United States has taken the lead in the OECD to develop a reasonable position among the developed countries for the conference between the developed and the less-developed countries beginning in New Delhi next month. The key trade issue will be whether some kind of preferences can be extended for the manufactured and semi-manufactured products of less-developed countries in the markets of the developed countries. President Johnson indicated to the Latin American Chiefs of State at the Punta del Este conference that temporary advantages of this type would be one way to help the less-developed countries advance more rapidly. He said, "We think this idea is worth pursuing." He emphasized, however, that the United States would regard participation by *all* developed countries as an essential element of any such plan.

The idea represents a departure from our traditional most-favored-nation policy. We would be breaking new ground. The United States will be taking a creative attitude, but the pitfalls are many. I confess, however, a personal feeling of optimism that some useful steps may grow out of the New Delhi conference.

Amendments, authorization added under investment restraint order

Commerce regulations cover repayment on foreign loans, guarantees; staff appointed, firms praised for cooperation

Secretary of Commerce Alexander B. Trowbridge has announced certain amendments and a general authorization covering the treatment of foreign borrowing by U.S. companies in the new Foreign Direct Investment Program.

General Authorization No. 1 permits U.S. companies to make repayments on their foreign borrowings and to honor guarantees made for the benefit of their foreign affiliates in case of default. This treatment of foreign obligations of U.S. firms has already been permitted in practice in specific cases. The General Authorization formalizes this practice.

Repayments will be permitted on both existing and future loans and guarantees.

General Authorization No. 1 has two provisions designed to dampen the impact of any substantial net outflow of funds as a result of repayments on a foreign loan or on a guarantee. First, any company which uses U.S. funds to make these repayments will be required to deduct this amount from its allowable base in the future. Second, on new loans and guarantees, a certificate is required in order to screen out prospective borrowers who have no prospects of repaying from foreign source funds.

General Authorization No. 1 also contains provisions clarifying the status of international finance subsidiaries established for the purpose of borrowing in the Eurodollar market.

It is expected that the General Authorization will be utilized by companies with the capability of generating sufficient foreign earnings to repay their borrowing.

The amendments to the Regulations issued under Executive Order 11387 are principally technical in nature. Both the amendments and General Authorization No. 1 have been published in the *Federal Register* of Jan. 23. Reprints also are available by writing to the U.S. Department of Commerce; see address at the end of this article.

Additional general authorizations and amendments to the regulations can be expected in the future, with particular reference to accommodating the rules on repatriation of liquid foreign assets to the new provisions of the first authorization.

Meanwhile the Commerce Department has announced additional steps in organizing the Office of Foreign Direct Investment, the agency created to administer controls over direct foreign investments.

Anthony L. Mondello, Justice Department attorney, is acting Deputy Director of the new office; Mark C. Feer, Deputy Assistant Secretary of Commerce for Financial Policy, is Acting Director of the office's policy review staff; Leonard Lehman, Treasury Department attorney, Acting Director, Legal Division; Emil Nelson, Assistant Chief, Balance of Payments Division, Office of Business Economics, Acting Director, Program Reports Division; Donald Heatherington, Commerce Department staff economist, Acting Director, Authorizations Division; and Bert Silver, Commerce administrative services official, Acting Administrative Officer.

William H. Shaw, who plans to retire soon as Assistant Secretary of Commerce for Economic Affairs, will continue temporarily as Acting Director.

In appraising the first two weeks' operation of the office, Dr. Shaw reported that "the business community has approached the new program in an excellent spirit of cooperation."

Dr. Shaw said that the prevailing attitude of businessmen contacting the office "is one of genuine desire to live within the regulations." He added that businessmen can expedite their requests for authorization or interpretation through corresponding with the unit. Firms with binding, pre-existing commitments about to mature can meet with members of the staff, but a prior submission in writing expedites these appointments as well.

"It will not be the office's policy to comment on hypothetical or assumed statements of fact," he continued. "Our concentration in this early period is necessarily on identified situations that are ripe for decision. In this connection, businessmen are assured that, as provided by law, confidential or privileged business information received will be protected."

Write: Director, Office of Foreign Direct Investments, U.S. Department of Commerce, Washington, D.C. 20230.

Turkey, Yugoslavia and Kennedy Round

A story in last week's INTERNATIONAL COMMERCE included Turkey and Yugoslavia among the countries that implemented the first stage of their Kennedy Round concessions on Jan. 1. According to information received after deadline, Turkey and Yugoslavia did not begin their implementations on Jan. 1.

Countries that did not initiate their Kennedy Round concessions on Jan. 1 are expected to do so on July 1, implementing two stages (40% of the total concessions) at that time.

Yugoslavia's most important Kennedy Round concession is the gradual lowering of the duty on cotton, not carded or combed, from 3% to duty-free. One of the more significant Turkish concessions is the gradual reduction of the duty on breeding poultry from 30% to 15%.

Chicago traders plan 31st meeting

The 31st Chicago World Trade Conference will be held Feb. 28 and 29 at the LaSalle Hotel in Chicago.

Co-sponsored by the Chicago Association of Commerce and Industry and the International Trade Club of Chicago, the conference will emphasize as a theme, "Competing Effectively in World Markets."

The two-day session will offer delegates a practical approach to current world trade issues and problems through general sessions, workshop seminars, world market roundups and major addresses by world trade authorities.

Chairman of the 1968 conference is William Bricen Miller, of the firm of Lord, Bissell & Brook.

Topics to be covered in business sessions will include protectionism versus free trade (a debate), changing tastes abroad, staffing international operations, why U.S. companies fail abroad, and an audio-visual presentation on effective overseas market research.

Workshop seminars will discuss opportunities for small business, investment opportunities in developing countries, personnel, and structuring for international trade, among other subjects.

New combination of trade tools spurs sales of mining equipment, engineer services in Far East

Official Government mission accompanies industry group to U.S. Trade Center show, Bangkok; visiting other cities

A new combination of trade promotion techniques is at work this month in the Far East spurring exports of U.S. mining equipment and engineering services.

Under programs providing for official Government trade missions and for assistance to industry-organized missions, several Government specialists with a group of manufacturers and consulting engineers have been attending the U.S. Trade Center mining equipment show in Bangkok, Jan. 15-20. The 14-member mission is scheduled to visit markets in Kuala Lumpur, Singapore, and Djakarta before returning to the United States about Feb. 1.

Participating as a Government mission are three officials of the Interior Department's Bureau of Mines and two from the Commerce Department's Office of International Trade Promotion. Of the industry representatives, about half—makers of exploration and mining equipment—were exhibitors at the Trade Center show. One member represents a U.S. bank. The others are consulting engineers.

Fourth by councils

The Consulting Engineers Council of the United States, a national organization of engineers in private practice, is sponsoring the industry section of the mission—the Council's fourth. CEC in the past several years has organized three other missions—to Africa, to Central America, and to South America.

The exhibition in Bangkok was planned to coincide with the National Mining Congress of the Thai Department of Mineral Resources, to which the mission was invited.

Seminars planned for the mining convention delegates included discussions of offshore exploration, open pit operations, and developments in mineral technology. Mine owners and mine operators from all over Thailand were expected to participate in the seminars. Thus, the trade mission members had a dual opportunity to find buyers and to appoint agents and distributors to handle their products in the area.

Both exhibit floors of the U.S. Trade Center building at 971 New Road and the outdoor exhibit area in the rear of the building were used for the exhibition, one of the major equipment shows of the year in Thailand.

On display and being demonstrated were a variety of light and heavy earth moving and earth processing equipment. Also shown were drills of all sizes, from manually operated hand tools to self-propelled blast drills; machines for tunnel, open pit and hydraulic mining; dredges; hand and power tools for mining operations; safety equipment; conveyors, and testing equipment.

Government, industry

Heading the mission for the Government is Herbert Socks, Deputy Director of the Commerce Department's Trade Development Centers Staff. Other Government members are: from Commerce, Delbert Gordon, international trade specialist; and from Interior's Bureau of Mines, K. P. Wang, chief specialist, Eastern Europe-Far East; John Marshal West, Far East specialist; and Paul Yopes, Division of Minerals.

For industry, chairman of the mission is Eugene Larson, vice president and director, E. J. Longyear Co., Minneapolis. Other members are: Dr. Louis Berger, Louis Berger Associates, East Orange, N.J.; Patton Condran, Geo Space Corp., Houston; George M. Gans, Sverdrup & Parcel & Associates, Inc., St Louis;

J. E. Linden, DeLeuw, Cather International, Inc., Chicago; Paul Sedgwick, Ingersoll Rand Co., New York; Harold W. Smith, Manufacturers Hannover Trust Co., New York; Andrew S. Stancioff, Ocean Science & Engineering, Inc., Washington, D.C.; Oscar M. Wicken, Harbison-Walker Refractories Co., Pittsburgh; and Thomas W. Zinsser, National Lead Co., New York.

Computerized trade lists now available for 11 more nations

New titles include firms in some of world's top trading nations

Eleven more countries, including some of the world's most active trading nations, have been added to the list of those for which the Commerce Department's computer can produce 'instant' Trade Lists of overseas firms.

The countries for which these lists have recently become available from the Commerce computer are: Austria, France, Ireland, Japan, Mexico, Portugal, Spain, Switzerland, Thailand, Turkey and the U.K. The list of titles for Ireland appears on p. 39 of this issue.

The trade lists' information is drawn from World Trade Directory reports—detailed summaries of the commercial activities, competence, and reliability of specific foreign firms—prepared by commercial specialists of the U.S. Foreign Service stationed abroad.

A computerized Trade List provides the names and addresses of the companies dealing in a specific category in a certain country. In the computer-produced lists, products purchased, sold or manufactured by overseas firms are defined, for the first time, by specific product classes corresponding to five-digit Standard Industrial Classification (SIC).

These Trade Lists also show the name and title of the chief executive officer, the type of organization, year of establishment, relative size, number of employees, preferred language of correspondence, whether or not the firm has a U.S. representative, and the date of the subject WTD report.

Titles of the individual lists available for each of these countries appeared in earlier copies of International Commerce, and are now all contained in the Checklist of International Business Publications put out by the Bureau of International Commerce, which is scheduled for release early in February. The Checklist also contains the titles of Trade Lists for the 16 countries which had already been automated: Belgium-Luxembourg, Costa Rica, Denmark, El Salvador, Finland, Germany, Greece, Guatemala, Honduras, Iceland, Italy, Netherlands, Nicaragua, Norway and Sweden.

Developing lands seek a global trade strategy

Exports, imports enter growth picture at second UNCTAD meeting this week in India

By JEAN McGURRIN
Office of Commercial & Financial Policy, BIC

When the second session of the United Nations Conference on Trade and Development opens in New Delhi Feb. 1, the world's developing countries will press for a global strategy of development and international cooperation in which every group of countries have an important role.

The developing countries are dissatisfied with their relatively slow rate of economic progress. Their average annual rate of economic growth in the first half of the 1960's was somewhat better than the average for the 1950's; but, on a per capita basis, the growth rate in this decade was lower due to population expansion. As aggregates often conceal more than they reveal, it should be noted that some countries have achieved almost no economic growth while others have shown marked improvement.

Since much of the input needed for economic progress has to be obtained from industrialized nations, developing countries must maximize their foreign exchange earnings. Most of them are dissatisfied with both their export experience and the level of external aid. Further, they are concerned about the deterioration in their terms of trade resulting from a decline in the prices they receive for their exports, mainly basic commodities, and the increase in the prices of both their imports, mostly manufactures, and their service costs. Growing indebtedness and rapid accumulation of interest payments have also been absorbing an increasing share of the foreign exchange available to developing countries.

Hope for imports

To overcome these impediments to development, the developing nations hope to increase their ability to import the requisite goods, technology and services regardless of whether the foreign exchange is acquired through grants, loans, investment or trade. At New Delhi the developing countries are expected to emphasize improvements through expanded exports resulting from tariff preferences and commodity proposals. The latter includes both market access and stabilization proposals.

As foreign financial assistance is also important, the developing countries will advance various measures at New Delhi relating to the volume, terms and conditions of aid and financing. The impact of the world food problem on development will also be studied—as will measures designed to expand trade among the developing nations. Both of the latter emphasize actions which involve a major commitment from the developing countries themselves. Shipping problems will also be discussed.

Preferences for manufactures

In an attempt to increase their exports of manufactures, the developing countries will urge the industrialized nations to give tariff preferences for their manufactured goods—and possibly even for some agricultural goods—on a temporary, generalized, nonreciprocal basis. Almost all manufactures exported by the developing world are made from materials produced in those areas, such as jute, cotton, hides

What is UNCTAD?

New Delhi, India, will be host to the second session of the United Nations Conference on Trade and Development from Feb. 1 to March 25, almost four years after the first. The Conference will appraise current world problems in the field of trade and development as they affect developing countries and try to agree on possible solutions.

In the spring of 1964, the inaugural meeting was held in Geneva. With representatives from 120 countries and observers from 13 specialized and 34 nongovernmental organizations, it was one of the largest international conferences ever held. A Final Act was adopted setting out a number of areas of broad agreement and recommending institutional machinery to continue the efforts that it had begun. As a result, UNCTAD was formally established as a permanent organ of the UN General Assembly on Dec. 30, 1964.

The Conference now has 131 members, including all states which belong to the United Nations, its specialized agencies and the International Atomic Energy Agency. The Conference will meet every three or four years. A 55-member Trade and Development Board acts as the executive organ between meetings of the Conference, thus providing continuity to its work. The board, which normally meets twice a year, has four main committees—commodities, manufactures, invisibles and financing related to trade, and shipping. UNCTAD also has a permanent secretariat, located in Geneva and at the UN Headquarters in New York, which operates within the framework of the UN secretariat. It is headed by the Secretary-General of the Conference, Dr. Raul Prebisch of Argentina. Specialized committees, subcommittees, working parties and expert groups are appointed as necessary.

At New Delhi the developing countries plan to work for acceptance of a series of proposals contained in the Charter of Algiers, adopted last October at a strategy conference of the "Group of 77," representing UNCTAD's developing nation members.

and skins, timber, tin and copper. In general, such products are exported in an early stage of processing. The developing countries feel that tariff preferences would provide a needed stimulus to their efforts to diversify and expand this trade.

The United States is concerned about the proliferation of preferential arrangements which discriminate among developing countries because they threaten to divide the world into trading blocs.

Of special importance to the United States are the problems of Latin America, which is the only major area of the developing world that does not receive trade preferences in any foreign market. This is one of the principal reasons for President Johnson's announcement at Punta del Este last April that he would seek the cooperation of other governments to see if a broad consensus could be reached on a system of generalized, temporary tariff advantages for all developing countries.

Since then, the United States has held discussions with other developed countries within the Organization for Economic Cooperation and Development (OECD) on possible preference schemes. Last December the OECD Ministers agreed on a set of broad guidelines for tariff preferences which will be presented to UNCTAD.

While most countries agree that preferences can assist the developing countries to increase their export earnings, views differ as to the exact form a preferential system should take. The following are among a number of issues which will have to be resolved before a mutually acceptable system could be established: designation of beneficiary countries, product coverage, exceptions, duration of the system, margin of preferences, safeguards, treatment of existing preferences, special preferences for the least developed countries, parallel action by the planned economy countries, and equity in developed country burden sharing. All of these are likely to be discussed in New Delhi.

Primary commodity issues

Another basic problem is that of primary commodities. As they account for about 57% of present developing country exports (excluding petroleum), serious attention will be given to this issue at the conference. Although the price level for most industrial raw materials has increased significantly, prices of agricultural raw materials have remained at about the 1958 level. In general, the quantity and value of trade in these materials has advanced, even though their share of world export trade has decreased.

The developing countries are likely to emphasize improved market access and market stabilization measures to deal with this problem. To improve market access the developing countries seek the maximum possible reduction or elimination of tariffs, quantitative restrictions, and internal fiscal levies in addition to the establishment of market sharing arrangements.

Under the latter concept the developing countries seek a share of the market (and market growth) in industrialized countries for their exports of primary commodities. Also, the developing nations want the industrialized countries to adopt measures discouraging uneconomic production of, and abolishing subsidies on, commodities which compete with those originating in developing countries.

In regard to market and price stabilization measures, it is generally agreed that the only effective way to deal with these problems is on a commodity-by-commodity basis. The action proposals of the Charter of Algiers call for commodity agreements on cocoa and sugar; commodity arrangements for vegetable oils, bananas, rubber, tea and hard fibers; and appropriate action on other products of interest only to certain countries. The aim of the developing countries is to secure "remunerative, equitable and stable" prices for these exports.

The conference will also discuss the use and financing of buffer stocks and economic diversification as an element of commodity policy. The U.S. welcomes the emphasis on diversification. The developing nations would like commitments of financial assistance for these purposes.

Proposals regarding financing

While preferences and special commodity arrangements are designed to improve the export performance of developing countries, other UNCTAD proposals relate to the volume, terms and conditions of aid and other financial measures.

The UNCTAD target for financial assistance to developing countries is 1% of each donor country's GNP. The developing countries will reemphasize the target and possibly suggest revision of the measurements currently used in order to focus attention on the levelling off of aid flows from the developed countries. A related effort will be to try to secure agreement on more lenient terms of assistance in order to avoid the accumulation of large debt burdens by developing countries.

Another financial issue for the con-

MANUFACTURING PLANT IN MEXICO is a reminder that the term developing nations covers a wide range in growth rates. Some such as Mexico, are showing good growth rates while others are not.

ference will be the consideration of supplementary financial measures designed to prevent the disruption in development plans which may result from shortfalls in the export earnings of particular developing countries. The first UNCTAD meeting asked the World Bank to make studies of this subject; these studies have been examined with care over the past two years. The conference will also discuss possible further liberalization of the existing compensatory financing facility of the IMF which is designed to smooth out fluctuations in the export earnings of developing countries.

General, specific topics

In addition to these issues, there will be discussion of: private capital flows, the contribution of export credits to development efforts, the impact of international monetary reform on developing countries, more effective mobilization of the internal resources of developing countries, and other general topics. The New Delhi meeting will also consider more specific issues, such as the borrowing and lending policies of the World Bank, the costs of tying assistance funds to specific sources of supply rather than allowing competitive international bidding, the feasibility of a multilateral system of guarantees for private investments in developing countries, and the possibility of raising more development assistance funds on private capital markets with the backing and subsidization of developed countries.

World food problem

The world food problem will be studied in New Delhi as a result of U.S. initiatives. A heavy drain on the development efforts of many developing countries is being created by their slow progress in agricultural productivity and their rapidly growing population, and the concomitant steep rise in their food import needs.

The U.S. hopes that this critical problem will be actively considered, and that there will be discussions of practical measures, including actions by both the developed countries to expand their assistance efforts and by the developing countries to bring their production capabilities into better balance with their production needs.

Regional integration

There is a growing recognition that assistance from developed countries alone will not solve the fundamental problem of inadequate economic growth in developing countries. As in the case of the world food problem, the developing countries can take many actions on their own both individually and collectively to expand their exports. One of the most promising areas for collective action lies in the trend toward regional integration and cooperation by groups of developing countries. At New Delhi this development will be reviewed in the light of further actions the developing countries are prepared to take and the assistance the developed countries can provide.

TRACK CABLE IS HAND CARRIED IN NEPAL, a neighbor nation to the host of the UNCTAD meeting. Slow progress in agricultural productivity in some Asian lands, along with rapid population growth, has held down development efforts. The U.S. has asked that food problems be treated at the meeting.

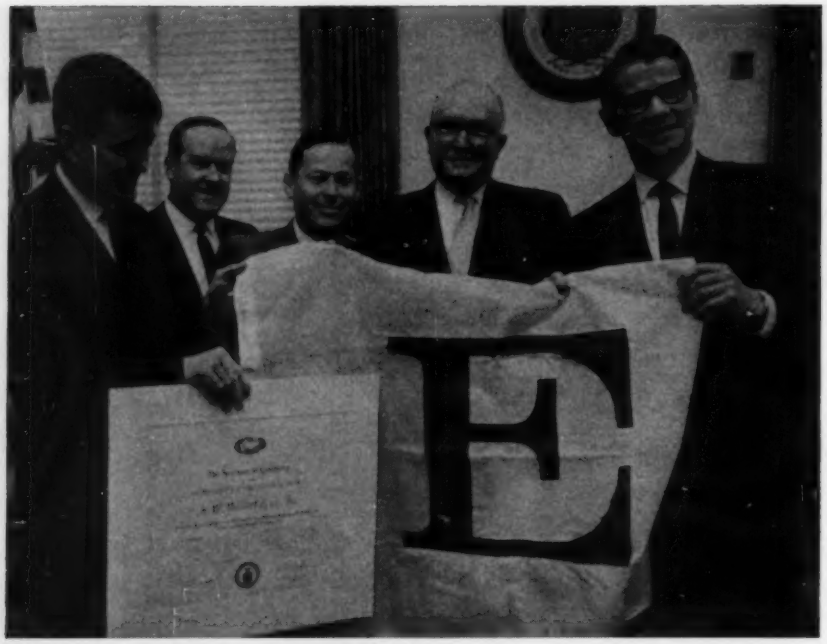
Shipping proposals

The developing countries are likely to present numerous proposals designed to overcome what they regard as unsatisfactory world shipping policies. Some examples, derived from the Charter of Algiers, are proposals that: "international shipping legislation" be considered by the UNCTAD Shipping Committee; a basis be provided for future action on freight rates; shipping conferences and shipowners be pressed to lower rates for traditional developed country exports; developed countries offer funds and technical assistance to help expand the merchant marines of developing nations; developed countries recognize the "right" of developing countries to reserve a "fair share" of the cargo transported to and from their countries to their own ships; and measures be devised to assure that savings from port improvements made by developing countries accrue to them in the form of reduced freight rates.

Other issues

There are a number of other issues which will be discussed. Among these are the following: the implications of the Kennedy Round for the developing countries; the UNCTAD-GATT international trade center; problems of developing nations in reference to invisibles, including the transfer of technology; trade between developing nations and the Communist countries; the role of private investment in the development process; and export promotion efforts.

In considering all these complex issues in New Delhi, the Conference will be continuing the efforts initiated in 1964 to create a consensus on various broad measures aimed at improving the economic prospects of the developing nations. Its efforts will be followed up by the UNCTAD Trade and Development Board and its Committees which will review progress on these measures and developing new ones for consideration, three or four years from now, when the third UNCTAD conference convenes to consider what has been accomplished and what remains to be done.



'E' AWARD WAS PRESENTED by Sec'y of Agriculture Orville L. Freeman (r.). At ceremony were (l. to 2nd r.): Rep. Paul McCloskey; R. A. Strehlke, Walcott int'l division; Horace Godfrey, U.S. Dept. of Ag.; Herbert W. Walcott, company president. Walcott & Co. has tripled its seed exports in two years.

Custom packaging, market research help to win Presidential 'E' for California seed wholesaler

H. W. Walcott & Co. introduced seed certification program, worked to achieve its acceptance in overseas markets

H. W. Walcott & Co., Inc., of San Mateo, Calif., has received the Presidential 'E' award for increasing its exports of seeds through custom packaging, easing of credit terms, use of foreign-language advertising, and careful market research. The company also pioneered in establishment of a seed certification program, and has helped to further the acceptance of California-certified seed in foreign markets. Walcott has tripled its seed exports from 1965-67, and now exports to more than a dozen countries of Europe, the Middle and Far East, Latin America, and Canada.

Walcott's custom packaging provides the buyer with his own branded container, and covers this with a protective outer bag to assure an attractive, clean, salable package upon arrival at its overseas destination.

By easing credit terms and enabling buyers to extend their limited financing over a longer period of time, Walcott has increased the size of orders.

Walcott publishes brochures and uses those of the American Seed Trade Assn. and the California Seed Assn., translating many into French, Spanish, Italian or Japanese.

Through the California Crop Improvement Assn. Walcott imports breeders' seed from France, increases the seed in California, and exports to Europe under a certification program. Walcott anticipates that under new EEC regulations only certified seed of adapted varieties will be imported into Europe in the future.

A sizable increase in exports has been the result of Walcott's thorough exploration of sales possibilities to Soviet Bloc countries. After establishing product recognition and acceptance, Walcott had to satisfy both U.S. export rules and the import regulations of the buyer's country.

Walcott has cooperated with the American Seed Trade Association's International Committee and the Department of Agriculture's Foreign Agricultural Service on market research programs. Walcott representatives visit the buying countries and attend international seed meetings.

International cooperation

Walcott's president attends the Federation of International Seedsmen's meetings, held in Europe in alternate years, and takes part in cooperative efforts of all countries concerned in developing international trading rules and conditions acceptable to all. In 1965 he was chairman of the U.S. Seed Exhibit and Seminar in Tokyo. Participants briefed Japanese seedsmen on U.S. ability to produce a consistent supply of higher quality seed than is possible in Japan. Individual firms exhibited products, and their representatives participated in seminar sessions which were published and distributed to the Japanese seed industry.

In 1967 a Japanese seed team visited the United States to evaluate further the importance, reliability and quality of the U.S. seed industry. Meetings between Japanese and U.S. control officials helped to alleviate severe import regulations applied by the Japanese government.

Walcott maintains contacts in countries such as Greece, Egypt, Morocco, Iraq, and Taiwan. It supplies seed samples for testing and evaluation, with the hope of initiating trade or, in some cases, assisting the local governments to develop their own forage programs or individual seed industries.

Walcott has initiated a block system of loading and unloading vessels in order to improve the transportation of its products. This involves a systematic movement of seeds from the processing plant to the dock and through the vessel-loading process. Seeds move aboard the ship in weighted units, all of the same lot number, and this simplifies documentation, clearance and inspection of the product in transit. The seed is moved in the same manner at its destination, enabling the buyer to forward shipments to his customers in various countries more rapidly and efficiently.

Secretary of Agriculture Orville L. Freeman presented the "E" to company president Herbert W. Walcott at a ceremony at the Department of Agriculture.

London Trade Center to spotlight U.S. physics research equipment

U.K. offers attractive market for technically advanced goods; market development, agent-finding service help U.S. firms

U.S. makers of scientific and technical instruments this spring will go after Britain's growing import market for equipment needed by physicists to boost the output of educational and industrial research.

The firms will feature their newest products in a special Department of Commerce show May 15-23 at the U.S. Trade Center in London. The sales promotion event will be staged by the Department's Bureau of International Commerce (BIC).

Britain purchased almost $62 million worth of scientific industrial and technical equipment from the United States in 1966, 15.8% more than in 1965. About $23 million of this was for electric and electronic test and measuring equipment, and almost $4 million for physical properties testing and measuring instruments.

U.K. producers offer U.S. manufacturers strong competition for standard types of scientific equipment, but Britain has an attractive import market for technically advanced American equipment.

A market survey pinpoints especially good business opportunities in the following product lines: Acoustic equipment, low-noise range amplifiers, elipsometers, optical filters in narrow band widths, multi-channel pH analyzers, "on-line" scientific computers, special-purpose cameras, ultra-high vacuum equipment, "modern physics" teaching apparatus and X-ray diffraction equipment.

British users also are interested in oscilloscopes, stripchart recorders, photomultipliers, counters, lasers, detectors, spectrum analyzers and cryogenic systems.

U.S. exhibitors in the London show will benefit from a market development program now under way to attract buyers. An agency-finding service for firms not represented in the market also is in operation.

American manufacturers interested in taking part in the show may obtain more information from the Bureau of International Commerce (code 932), U.S. Dept. of Commerce, Washington, D.C. 20230 (Area Code 202 967-4461), or from any of the Department's 42 Field Offices.

American makers of scientific equipment have scored successfully in overseas markets in the past through BIC-sponsored commercial exhibitions. For example, the 45 U.S. firms that took part in a Milan Trade Center show of scientific and laboratory instruments in September 1966 report they have done $612,000 worth of new business in Italy as a result of the show. The six exhibitors who were looking for agents to represent them on a long-term basis have signed a total of 10 agreements.

Swedish plastics industry to hold conference in April

A program schedule has been announced for the Swedish Plastics Industry Conference to be held Apr. 2-3, during the show of machinery, equipment and supplies for the plastics industry at the Stockholm Trade Center, Mar. 28-Apr. 3.

Scheduled for Apr. 2 are: individual meetings of the four sponsoring associations; consultations with T. T. Miller, director and chairman of the (U.S.) Society of Plastics Industry; a speech on machinery for the plastics industry by Klaus Stoeckhert, a German technical consultant; a talk on developments in plastics packaging by Karl-Axel Bjorkengren of Sweden; and a speech on plastic materials used in construction by Tebor Hottowy of the Swedish National Institute for Building Research.

On Apr. 3, the conference will be divided into three sections, with eight speakers scheduled for each section. A question and answer period will follow each speech. The themes of the sections are: reinforced plastics and "celloplastic"; machinery and processing methods; and materials and their uses.

Although the number of participants in the conference will be limited by the capacity of the Foresta Hotel, it is expected that representatives of U.S. firms participating in the U.S. Stockholm Trade Center Exhibition will be allowed to sit in on conference sessions.

Agriculture schedules foreign fairs for '68

The U.S. Trade Centers overseas have been used cooperatively by the Departments of Commerce and Agriculture since their inception, and in keeping with this tradition, Agriculture has scheduled five shows to be held in three different Trade Centers during 1968. The Trade Center showings will augment an ambitious program of 15 exhibitions at international trade fairs throughout the world.

Agriculture Department shows stress the latest developments in U.S. processed food and other food products, including agricultural techniques. Specialized shows included in the calendar for this year include exhibitions of food supplies for institutions and hospitals, dairy breeding cattle, and a traveling exhibit which will visit three Caribbean islands.

The Trade Center shows are scheduled for London in March and again in the fall, Tokyo in April and again about six months later. Milan held one from Jan. 20-27. All feature U.S. agricultural commodities, but the spring Tokyo Center exhibition will be part of a concentrated in-store promotion of U.S. food products in Japan.

Major solo exhibition

The Tokyo Center spring show will be held concurrently with a major public solo exhibition in Tokyo, with special features for the food trade and sales attractions for consumers.

Other solo exhibitions of food products are planned for Beirut in October, and Austria in November.

Exhibitions at major food and catering fairs will be mounted during the year in Berlin, from Jan. 26-Feb. 4, for the annual Greenweek; at Verona's 70th International Agricultural Exhibition, Mar. 12-21; at Madrid's month-long Feria del Campo, from May 23-June 23; and at the Fifth Feria Nacional de Agricoltura, in Santarem, Portugal, in June.

Fall exhibitions planned include showings at the Belfast International Food Fair in the United Kingdom, Sept. 1-14; the 23rd International Fair of Dairy Cattle, in Cremona, Italy, Sept. 9-17; the Swedish St. Eriks-Massan in Stockholm, Sept. 4-15; IKOFA in Munich, in September; SIAL at Paris, Oct. 27-Nov. 4; and a special showing of U.S. foods in Bangkok in November, the first such exhibit of American agricultural products planned for that country.

GOVERNOR JAMES A. RHODES of Ohio (center with glasses, above left) looks over plastic wrapping machine, surrounded by Latin businessmen.

Serious business discussions (above right) were the order of the day as Ohio company executives came back estimating $50 million business generated.

Ohio mobile trade fair-mission boosts sales in South America

Excellent results lead Governor to establish first permanent State trade and investment office in hemisphere at Caracas

Led by Gov. James A. Rhodes, 31 Ohio manufacturers and seven non-commercial organizations took the Ohio export story to South America during November, with stops at Caracas and Sao Paulo. Representatives of the firms and institutions formed the mission part of a combination mobile trade fair-trade mission.

None of the companies represented in the fair-mission were known to have had previous formal representation or distribution in the markets visited, but sales results reflected the extensive preparations of the State of Ohio and the U.S. commercial officers in Venezuela and Brazil.

Most successful

Glen W. Allen, Ohio's Director of International Trade and Development, called the mission "the most successful mobile trade fair the State has had to date." Allen's report estimated that by the end of the trip the Ohio firms in the shows had generated a business potential approaching $50 million.

Conservative estimates at the end of the Caracas showing listed immediate sales in excess of $500,000, and expected sales totals for the year following the exhibition were put at $3 million for Venezuela alone.

Results from the Sao Paulo visit were equally good. Exact figures have not yet been received from all exhibitors, but Ohio Development Director F. P. Neuenschwander reported a total of 800 interviews for the company officials with joint ventures, letters of intent, contracts and outright sales amounting to at least $10 million.

None of the machinery or products shown by the Ohio manufacturers is produced locally in Venezuela, and the majority of the items displayed cannot be economically manufactured there now or in the near future. Almost all the equipment shown is needed in the country, both to establish the manufacture of new products and to modernize and increase production of other items.

Eleven of the companies on the tour signed up agents or distributors in Venezuela or are negotiating licensing agreements, and four joint ventures were agreed upon.

At the suggestion of Governor Rhodes, strongly supported by the other members of the fair-mission, Ohio plans to open a permanent regional trade and investment office in Caracas, the first such office to be planned in this hemisphere by any State.

At each stop, local businessmen were impressed by the fact that each company booth was staffed by officials of the firm at all times.

Many mission members traveled in Brazil and Venezuela to meet prospective customers, and a number have either returned to South America since the mission or have sent company representatives back to work with established contacts and to explore new sales opportunities.

Purchases by South American businessmen during the fair-mission included charcoal air filter processors, food and fruit wrapping machinery, diesel exhaust manifolds, ventilating systems, refrigerators, industrial knives, mill rollers, and numerous other products.

High quality visitors

The exhibitors commented favorably on the exceptionally high quality of the South American businessmen who attended the showings, many coming in response to letters of invitation sent by the U.S. Embassy in Caracas and the U.S. Consulate in Sao Paulo.

Having experienced such sales success in South America, Ohio businessmen are preparing for the second leg of the two-part mobile trade fair-trade mission, this time to Japan. A 60 man Ohio trade mission to Japan last March brought back an estimated $35 million in business for the State, and this year mobile product displays will accompany industry representatives to Tokyo for a two-week sales tour, Feb. 23-Mar. 10.

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CURRENT BUSINESS DEVELOPMENTS IN BRIEF: Radio advertising is proving popular in **India,** where it was introduced last November for the first time in the 32-year existence of All-India Radio (AIR). AIR is the sole Indian broadcasting agency and is owned and operated by the Government. Several American firms are already using this medium and advertising time has reportedly been booked for months in advance. For the time being, commercial broadcasting is carried from Bombay, Poona and Nagpur in the state of Maharashtra, but it will be extended to the 29 other medium wave stations of AIR if the experiment is judged successful. There are about 6.5 million radio receivers in India, of which 700,000 are in the Bombay-Poona-Nagpur region. Prime time for a 15-second spot on the three-station network is Rs. 80 ($10.66). . . . **Ireland's** beef exports to the United States during 1967 are expected to reach a record 35,000 long tons. This will be 87% above last year's exports, and 84% above the annual average during the past five years. The United States will receive approximately 30% of Ireland's total beef exports during 1967. . . . **South African** economic experts are predicting that the country's battle against inflation will be won in 1968. The rise in the consumer price index this year (1968) is expected to be only about 1%, a substantial drop from recently-experienced annual rates of almost 4%. . . . Under the new Economic Development Plan, (1968-71) **Spain's** National Institute of Industry is planning investments totaling $1.15 billion. . . . The Cano Manamo project in **Venezuela** has been completed in the Orinoco River Delta to open a large land area for agricultural exploitation. Nearly 870,000 acres will be opened in the first development stage, with 62,000 now designated for crops and 285,000 for livestock. The project provides flood control, irrigation, and protection from salt water back-up from the ocean. Roadways have been built to connect towns of the area with the national road system for the first time. Eventually 2.4 million acres are to be opened for agricultural use.

Swaziland rates a look

Soon-to-be-independent nation offers attractive investment features

By L. IVAR NELSON
Vice Consul, U.S. Consulate, Mbabane

Once a sleepy little place, Swaziland has undergone a growth explosion in recent years which makes her the envy of many other developing nations.

An iron mine, sugar mills, a pulp mill and railroad—all have appeared on the Swaziland scene in the 1960's. The International Development Assn. (IDA) has helped build a trans-territorial highway. The Commonwealth Development Corp. has financed an extensive irrigation scheme and one of the world's largest man-made forests. Anglo-American Corp. is now mining high-grade iron ore for the Japanese market. Work has begun on an extensive U.N. river basin and geophysical survey, and enlargement of the Matsapha industrial complex.

The recently signed Investment Guaranty Agreement between Swaziland and the United States offers the American investor access to Swaziland's rapidly expanding economy. There are many factors which make investment in Swaziland an attractive proposition:

- ► A stable political atmosphere based on a single tribe;
- ► A parliamentary system of government with the last elections taking place in April, 1967;
- ► Open markets in both the Republic of South Africa and the newly independent nations of Africa;
- ► A strong financial system which is part of the wider South African customs and currency union;
- ► Membership in both the Rand and Sterling areas;
- ► A plentiful labor supply;
- ► A modern and extensive communications and transportation system including a railroad to the port of Lourenco Marques, Mozambique, and easy access to all major cities in South Africa;
- ► Plentiful sources of power from hydro-electric projects;
- ► Excellent basic economic facilities for a developing country; and
- ► A modern industrial complex offering extensive service and transportation facilities for new industries.

The Swaziland Government is actively encouraging foreign investment. In addition to welcoming all investment proposals, the Government is especially interested in investment capital for the following:

Barytes: The existing deposits have scarcely been touched over the years. A combination mining and refining operation is possible;

Pyrophyllites: There is room for de-

A PLENTIFUL LABOR SUPPLY is one of the many features which makes Swaziland attractive to foreign investors. Here, a student learns a skill at the Industrial Training Institute at Mbabane.

velopment of the mining and processing of this aluminum silicate into insecticide and fungicide, and

Kaolin: Extensive deposits of china clay of paper or rubber grade with reflectivity of plus 80% are still to be exploited.

The above minerals are primarily undeveloped due to lack of capital. Mineral concessions are granted by the King in consultation with the Government. The current Government mineral tax is 2½% on the value sold, with an additional 1% contribution to Swaziland's national treasury.

Saligna gum: A thorough study by an internationally recognized forestry expert has strongly recommended the establishment of a large scale eucalyptus saligna (gum) plantation in southern Swaziland. There is already a ready market for the timber.

Tea: A feasibility study has been completed on tea growing in Swaziland. The tea would be sold on the South African market and elsewhere.

Cattle: Good disease control, grazing land and the high world demand for beef indicate an optimistic future for cattle raising in Swaziland. A slaughter and meat packing plant designed to international standards is already in operation.

Food processing: Plantation plantings of pineapple and citrus are rapidly outstripping the capacity of Swaziland's one canning factory. Processing plants for these and other fruits would have an assured supply. Good domestic and overseas markets offer a ready outlet for food products. The Swaziland Government is placing great emphasis on agriculture. A new agricultural college and active research facilities already exist.

Asbestos: At present, the world's fifth largest asbestos mine at Havelock exports its ore to South Africa and overseas markets. A plant to produce asbestos cement sheeting and piping would be feasible.

Ceramics: Swaziland's relatively untouched deposits of kaolin clay only await the capital investment required for ceramics manufacturing. A brickworks could also take advantage of the present and future boom in the construction industry.

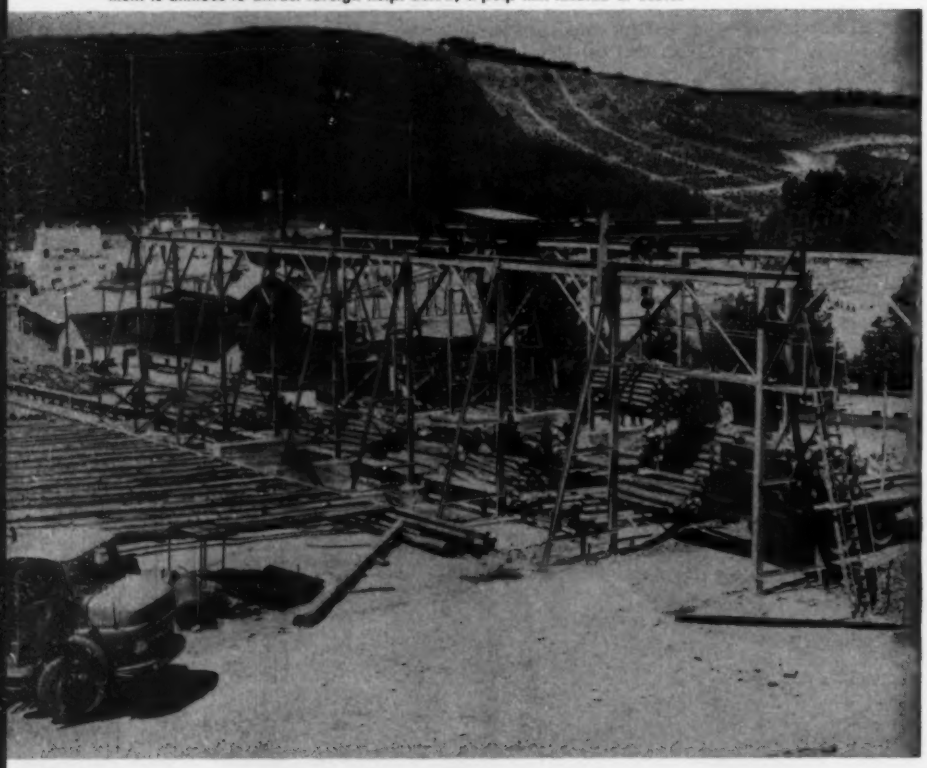
Basic economic data on the economy of Swaziland is available from the Africa Division, BIC, U.S. Department of Commerce. Direct inquiries to the Government of Swaziland can be made to the Ministry of Finance, Commerce and Industry, P.O. Box 443, Mbabane, Swaziland (cable MINFIN).

Swaziland, U. S. sign investment guaranty pact

The Kingdom of Swaziland and the United States signed an Investment Guaranty Agreement on Sept. 29 in Mbabane, the Swaziland capital. The United States can now provide American investors with specific risk and extended risk guaranties for new investment in Swaziland.

Swaziland is the 33rd African country to participate in the Investment Guaranty Program. Located in southern Africa and bordered by the Republic of South Africa and Mozambique, Swaziland will be the last British colony on the continent of Africa to obtain independence. At present a multi-racial Protected State, Swaziland will be granted independence from Britain on Sept. 6. Swaziland is a constitutional monarchy, with King Sobhuza II as its head of state. The country has a Parliament and a ministerial system of Government.

SWAZILAND OFFERS good investment prospects for development of several products, and the Government is anxious to attract foreign help. Below, a pulp mill located at Usutu.



Ethiopia to buy roadmaking equipment and services through competitive bidding

Ethiopia will buy road-building equipment and services from abroad as part of its priority program for improving the nation's agricultural road system.

Sweden, together with the World Bank and its affiliate, the International Development Association (IDA), have signed agreements whereby they will lend the equivalent of $27 million to Ethiopia for a four-year highway program.

All contracts for road construction and paving to be financed by the Swedish credit, as well as the Bank and IDA loans, will be let on the basis of international competitive bidding.

The program includes the construction of two primary roads with a combined length of about 275 miles; the bituminous surfacing of two other primary roads with a combined length of about 100 miles; feasibility studies and the review of designs for about 500 miles of high priority roads; advisory services, technical assistance and training designed to strengthen the organization and operation of the Imperial Highway Authority.

The program will be carried out by the Imperial Highway Authority.

Consumer is S. Africa key

Import restrictions relaxed, but U.S. faces keen competition in view of pound devaluation

By ROBERT B. PARKE
Supervisory Commercial Officer
U.S. Consulate General, Johannesburg

Receptive as South Africa's $2.8 billion import market is to the products of American factories and American technology, market trends, the devaluation of the pound sterling, and increasingly stronger French, Italian, Japanese, and West German competition are likely to inhibit any growth of the U.S. share in 1968 unless active sales efforts are accompanied by softer prices and short- and medium-term credit facilities.

It is quite likely that 1968 may well turn out to be the year for consumer goods imports, as 1967 was the year for imports of capital equipment and raw materials.

Investment by industry and business in inventories of raw materials and capital equipment, which was officially encouraged in 1967 largely on strategic grounds, is expected to show declining trends in 1968 as the proclaimed need for stockpiling has subsided and, at any rate, stocks are generally high. Nevertheless, financial circles believe that total capital investment will rise slightly above the 1967 level.

Inflation continues to be a major preoccupation in South Africa, and much of the Government's planning is directed, with some spotty successes, towards restraining the pressures that have plagued the planners over the past three years. Private consumer spending has continued to rise at an annual rate of around 8%, and the likelihood is that it will slacken only slightly—if at all—in the year ahead.

Eased import rules

Current demands for higher wages and salaries, and the high level of farm income resulting from last season's bumper crops and good prospects for the coming season, coupled with the high level of building plans approved, and the Government's own capital projects, all presage more money in the hands of the consumer. Of necessity, the Government has had to look more and more to the easing of import restrictions as a way of bringing the supply and demand for goods roughly in balance, and thus arrest the climb of prices.

In fact, at the convention of the Associated Chamber of Commerce held in Pietermaritzburg, Natal in mid-November, the Director of Imports and Exports assured the 300 delegates gathered from all parts of the country that import restrictions would be further relaxed in 1968. As this would follow similar action taken on three different occasions in the past year and a half, it appears that the Government is making genuine progress in relaxing import restrictions. It can well afford to, since foreign exchange reserves are high ($630 million) and are likely to remain so for some time.

But, importers happily point out, it is really the business community that deserves the credit in that the Government appears to have accepted the business community's long-propounded thesis that the maintenance of import controls is no way to fight inflation.

Industries alarmed

On the other hand, the industrialists view any further relaxation of import restrictions with some alarm. Because of the devaluation of the pound sterling, "great care should be taken with the relaxation of import control," the Executive Council of the Cape Province Chamber of Industries warned in its recent annual report. "In particular," the report said, "industries likely to be affected should be consulted before products are removed from the import control restricted list."

But, since the Minister of Finance has assured industry that "protective measures would be considered for industries threatened with disruptive competition from countries which had devalued their currencies," it is generally conceded that stringent import controls are on their way out.

American exporters can expect to find stiffer competition in the South African market in the coming year. More countries are competing more intensively for this growing market than ever before.

Barring undue increases in its production costs, which some observers anticipate, Britain, long the country's principal foreign supplier of goods and services, will undoubtedly increase its share of the market as a result of the devaluation of its currency by 14.3% on Nov. 18. It is expected that this will be especially true in the market for electrical equipment, machine tools, textiles and chemicals.

France is expected to step-up its trade activities in the Republic, with attractive financing a feature of French sales efforts here, especially in the market created by large-scale government procurement.

Japan, Italy, and West Germany are quietly expanding their trading activities; more of their goods are in shops and factories, and more of their salesmen are canvassing business houses. Canada, too, seems to be taking a greater interest in the potential of the South African market.

Highly selective

Growth in the variety of domestic production will probably be less marked in the year ahead, and the Government probably will exercise a high degree of selectivity in granting applications by local industry for tariff protection.

The Government's probable caution in this respect is suggested by the reaction to the tariff increase recently imposed on stainless steel imports following the application for tariff protection made early in the year by the country's only maker of stainless steel, Southern Cross Steel Co. (whose $16 million plant is substantially U.S.-owned).

No sooner had Southern Cross been granted tariff protection at the rate of 17% on imports from Britain and an increase from 3% to 20% on imports of stainless steel from other countries (against an across-the-board 30% applied for), than the local fabricators howled with protest. "Of course we are unhappy about this," the president of one of the country's leading firms is quoted as saying, "not because we are against protection of local industry, but because Southern Cross can't supply our wants." Southern Cross does not yet produce the full range of stainless steels required by local manufacturers.

In order to appeal for some measure of relief themselves, the fabricators have formed a Stainless Steel Fabricators Association and hope thus to press their case before the Board of Trade. The new duties on stainless steel imports, incidentally, are not anti-dumping duties, which reportedly had been the basis of the original request; they will apply to regular imports regardless of f.o.b. value.

American exporters should bear in

mind, however, that quality counts in South Africa and if the price is right they will find the market a receptive one for their products, especially if deliveries are not unreasonably long. A case in point: The South African Railway Administration's $24 million contract for 90 diesel-electric locomotives was awarded to an American company against strong third-country competition on the grounds of early delivery and quality—not necessarily price. Medium-term financing was a general requirement met by the tenderers.

Business conditions in the retail trade have become extremely competitive and mark-ups, if anything, have been declining. Indications are that there will be a definite leveling off, and in some cases a downturn, in net profits. Retail sales are estimated to be running at the rate of around $2.6 billion a year.

Although business conditions are expected to result in less rapid increases than in past years, indications are that the market will nonetheless remain active and buoyant. However, one of the most significant features of recent changes in market conditions has been a shift from a sellers' to a buyers' market. This has been so in the motor industry and the building trade as well as in the retail trade.

Because of this development, the slight decline that has occurred in wholesale prices might be the beginning of a trend.

Given these developments in domestic market conditions, coupled with intensified foreign competition—especially British—for the import market, it should not surprise American exporters if their South African customers begin to press for softer prices and to seek short- to medium-term credit facilities more insistently—particularly as regards consumer goods.

Active sales efforts are likely to payoff, in any event, in the fields of synthetic fibers and fabrics, hand tools, accounting machines and computers, textile machinery, packaging and filling machinery, materials handling equipment, and electrical measuring and control equipment—because "quality counts."

Ceylon sets minimum prices for coir fiber exports

A recent export control notice establishes minimum f.o.b. prices for coir fiber exported from Ceylon.

Effective Dec. 4, 1967, the minimum export prices are Rupees 365.88 per long ton for mattress fiber and Rupees 703.35 per long ton for bristle fiber. One Rupee equals U.S.$0.168.

Growing role of private business evident in suggestions adopted by annual LAFTA conference

Made largest number of concessions in single year since 1963; Venezuela's incorporation into group is practically complete

The growing importance of the private business community in the Latin American Free Trade Association (LAFTA) was reflected at the group's Seventh Annual Conference held Oct. 23-Dec. 19 in Montevideo, Uruguay.

For the first time since LAFTA's inception, virtually all national list recommendations submitted by the industry sectoral meetings held throughout the preceding year were incorporated into the final lists.

More than 700 new general concessions plus about 600 special concessions for the less developed members were added during the 1967 session, the largest number added in any single year since 1963. Reportedly, the most important concessions made at the conference were granted in pharmaceuticals and plastic products.

National list negotiations were also completed at the Conference between Venezuela and Argentina and between Venezuela and Brazil. Ecuador is now the only LAFTA member not having completed such negotiations with Venezuela. Little progress has yet been made on Bolivia's national lists, Bolivia having been a member of the group only since early 1967.

Achievements listed

Other accomplishments of the Conference include:

- The establishment of standards for subregional agreements, with the stipulation that they must be temporary, consistent with treaty obligations, and designed to accelerate trade liberalization processes;
- Agreement that countries defined as 'less developed' will be allowed to delay the effective date of the application of full tariff elimination for items on the common list;
- Approval of the 1968 budget at $1,150,000, an increase of almost $235,000 over 1967;
- Establishment of a work program for the Permanent Executive Committee in 1968 which will pursue the initiatives of the Declaration of the Presidents and the objectives of the Treaty of Montevideo.

Under the Treaty of Montevideo the principal emphasis thus far has been upon expanding trade in products already produced in the area. For manufacturing products not now produced in the area primary reliance has been placed upon the so-called complementation agreements, few of which, however, have in fact been concluded.

Major change recommended

A resolution passed at the Seventh Conference recommends a major change in procedures to broaden individual complementation agreements to cover several industrial sectors instead of being limited to one. Many LAFTA authorities believe this would lead to an increased number of complementation agreements in the future.

No agreement, however, was reached at the conference on the second stage of the common list, despite a provision in the Treaty of Montevideo that this stage was scheduled for completion by Dec. 31, 1967.

Primary effort was devoted to inclusion in the Common List of wheat and petroleum; products which together account for more than 25% of zonal trade. When this effort failed, the Secretariat proposed an alternate list, not including wheat or petroleum, but lack of time precluded proper detailed consideration, and these discussions closed without success.

The Conference is now scheduled to meet in extraordinary session in July to negotiate further on the list. The Permanent Executive Committee will meanwhile attempt to formulate a list satisfactory to all members. The Economic Commission for Latin America (ECLA) will also conduct a detailed study during 1968 of products that have special bearing on intrazonal trade or that should be incorporated in the common list.

Spurred by rapid economic growth, Iran launches bold development plan

U.S. agro-businessmen study potential of newly-irrigated area; new port facilities are opening other areas for development

Continued rapid expansion of the Iranian economy is forecast, as the Government prepares to launch a fourth economic development plan which boldly calls for a 9% average annual growth in gross national product.

Prospects for continued growth of the oil industry are good, according to a telegraphic summary of the latest Economic Trends Report submitted by the U.S. Embassy in Tehran. Although the jump of 21% in oil revenues in 1967 was exceptional, the Government is hoping for a higher rate of increase during the Fourth Plan than the 12% average in 1963-66.

In the related field of gas, Iran's largest project, the $550 million pipeline to the USSR, is getting underway. Projects assisted by the Soviet Union, notably the steel mill at Isfahan, and other industrial projects aided by Romania and Czechoslovakia will play major roles in the investment program of the Fourth Plan. Trade routes with Western Europe have also been significantly affected by the closure of the Suez Canal.

The opportunities for future business for western firms are manifold, and many projects already started by private firms are prominent features of the Fourth Plan.

Looking toward the future, a score of American agri-businessmen are now investigating the potentialities of commercial farming in one of the large areas being opened up by irrigation and of industries to process the growing variety of agricultural commodities.

Hydro-power from the multi-purpose dams and thermal power are expanding rapidly under a program to multiply electric power five-fold over the next decade.

Not only does this provide a good market for turbo-generators, transformers, transmission lines and stations, but a number of firms are also investing in diesel plants. With the completion of the gas pipe line, natural gas will be available for industrial and consumer uses at important urban centers.

The ambitious programs for increasing the country's transport and communications networks should offer significant opportunities for sales of road construction and maintenance vehicles, locomotives and railway cars, and airport and telecommunications equipment.

New port facilities, particularly those at Bandar Abbas, open up large areas for development, especially of copper and chrome deposits.

In manufacturing, the best illustration of what can be done is in the field of petrochemicals, in which three large plants, each with American participation, are already being constructed.

Rising trends in savings and imports support the favorable outlook for U.S. exports of capital goods and raw materials for industry, manufactured consumer goods, farm machinery and certain agricultural commodities.

For full reports

The full reports from which the summaries on this page were drawn can be ordered from the Clearinghouse for Federal Scientific and Technical Information, U.S. Dept. of Commerce, Springfield, Va. 22151. The Iran report is DIB 68-02-030, while the Pakistan report in story below is DIB 68-02-014.

Foreign exchange shortage hampers Pakistan's growth

New emphasis on agriculture may bring 6-7% GNP boost during '68

Midway through the 1968 fiscal year and its Third Five Year Plan, Pakistan's economy at the end of 1967 was suffering from a serious shortage in always scarce foreign exchange, with little prospect of any near-term improvement.

The Government of Pakistan is continuing to give high priority to agriculture, and is also seeking more efficient allocation of resources that are not used in agriculture, according to a telegraphic summary of the latest Economic Trends Report submitted by the U.S. Embassy in Rawalpindi.

Short-term prospects for overall economic growth remain fairly good, largely because of good agricultural prospects. However, the outlook for overall growth during the entire Third Plan and the implications for the Fourth Plan are less certain.

The loss of $107 million in foreign reserves during fiscal 1967 reflected reduced Agency for International Development (AID) commitments during 1966, heavier defense spending following the 1965 hostilities with India, the cutoff in U.S. military supplies, emergency food purchases following two straight drought years, and a decline in exports in the first half of fiscal 1968.

Priority to agriculture

With priority for resources now being given to agriculture, the result has been a reduced growth in industrial investment and production. Agricultural output, on the other hand, shows prospects of substantial growth in both East and West Pakistan, indicating a possible overall growth of from 6-7% in gross national product for the 1968 fiscal year.

The general implications for the U.S. of these trends in Pakistan's economy include:

- A continuing but probably diminishing need for foodgrain imports until 1970, after which West Pakistan hopes to be self-sufficient in grain; there will probably be some commercial as well as substantial concessional sales if the U.S. supply continues to be available;
- A continuing need for AID-financed commodity imports, particularly of fertilizers and pesticides, industrial raw materials, and perhaps some commercial purchases of these items as well; prospects for capital goods sales for new industrial plants are reduced except for fertilizer plants and other agriculture-related industries, while prospects for supply of substantial equipment for the Tarbela Dam in the next two-to-three years are good;
- Little opportunity for U.S. consumer goods exports to Pakistan to expand by any substantial amount, and
- Substantial interest by the Government of Pakistan in private U.S. investment, particularly in pesticides and fertilizer production and other agriculture-related industries; as well as continuing strong demand against available U.S. project aid funds.

Chilean railways get U.S. loan

Eximbank authorizes credit toward $10 million purchases

The Export-Import Bank has authorized a $9.8 million Alliance for Progress credit to enable the Chilean State Railways to purchase necessary materials and equipment of U.S. manufacture.

The items to be purchased have a total value of $10.8 million and will be used by the Railways to augment its current rehabilitation and modernization program. The difference between the total value and the amount of Eximbank's loan will be covered by cash payments by the buyer.

Firms wishing additional information relative to the procurement program should contact Mr. Guillermo del Pozo, Representative of the Chilean State Railways, 80 Pine St., New York City, N.Y.

Eximbank's new credit brings to over $250 million the amount authorized in the last 12 months to finance U.S. exports to Chile. The earlier credits assisted sales of equipment and services for such diverse undertakings as expansion of copper production, jet aircraft, steel, pipe and wire mills, and a satellite communications ground station.

Repayment of Eximbank's new credit, which is to be guaranteed by the Republic of Chile, is to be in 16 semi-annual installments beginning in 1970, with interest on outstanding balances at the annual rate of 6%.

Loan helps Dominican Rep. pay for GE generator

A $7 million Alliance for Progress credit authorized by the Export-Import Bank will enable the Dominican Republic to purchase a 54-megawatt generator from the General Electric Co.

The loan will allow Corporacion Dominicana de Electricidad, a public utility owned by the Government of the Dominican Republic, to purchase U.S. equipment and services needed to expand production of electric power.

General Electric Co. will supply through its IGE Export Division a 54-megawatt generator with related equipment and spare parts. Through its subsidiary, General Electric Technical Services Co., GE will also supply necessary technical assistance and supervision under a turnkey contract with the borrower.

The new generator will be installed at Rio Haina, near Santo Domingo, doubling the capacity of the power station there. An earlier Eximbank loan is financing the first generator, also supplied by General Electric.

U.S. Embassy reports on Lebanese trade

U.S. refrigerators leading total imports, analysis shows

A statistical summary of Lebanese foreign trade in 1965 and 1966 has been prepared by the American Embassy in Beirut, using figures provided by the Lebanese Customs.

In addition to the usual tabular breakdown of Lebanese trade by commodity, source of imports and destination of exports, the analysis includes a special set of country-by-commodity tables which for Lebanon's leading suppliers shows principal commodities imported from each in 1965 and 1966 and gives the share of the market for each item.

For example, according to these figures, Lebanese imports of domestic refrigerators from the U.S. totaled $3.1 million in 1966, which was 75% of Lebanon's total imports of domestic refrigerators. In contrast, Lebanese purchases of passenger cars from the U.S. accounted for only 27% of Lebanon's total imports of passenger cars that year, although this 27% represented sales of $6.1 million, or almost twice as much as the refrigerators.

Similar data on volume and market share are given for all major commodities imported from the U.S. as well as from Lebanon's other nine leading suppliers.

A limited number of copies of the 18-page analysis are available from the Near East-South Asia Division, OIRE, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230. Borrowers can ask by phone for copies to be mailed on loan (202-967-5233).

U.S. credit to finance Mexican network needs

The Export-Import Bank and Nacional Financiera, S. A., the Mexican governmental credit agency, recently signed a $4.3 million credit agreement under which Eximbank will provide financing for U.S. equipment purchases by the Mexican Ministry of Communications and Transport in connection with the Mexican microwave communications network.

Equipment to be financed under the new credit will include diesel power generators from General Motors Corp., Euclid Equipment Inc., and Lake Shore Electric Corp.; battery chargers to be supplied by Exide Storage Battery Co., testing equipment supplied by Hewlett Packard, Tektronics Inc., General Radio Co., Hickok Electric Instruments Co., and Switchcraft, Inc.; control and monitoring equipment to be supplied by R.C.A. Victor Co. and Switchcraft, Inc.; and tools from Snap-on Tools Corp.

In June 1966 Eximbank authorized a $1.75 million loan to Nacional Financiera to finance U.S. purchases of equipment and services needed in constructing the Guaymas-Nogales microwave link. Collins Radio Co. was the primary supplier under that credit.

Eximbank's new credit will finance related equipment for use throughout Mexico. The credit is repayable in 20 semiannual installments beginning in 1969.

DeKalb hybrid seed venture in India gets Cooley loan

A Cooley loan for the rupee equivalent of $373,000 was recently extended by the U.S. Agency for International Development (AID) to Agricultural Association Ltd., a joint venture of an Indian group (Nanda) and DeKalb of Illinois.

Established in 1963, this is the first major venture of a private U.S. company into production of hybrid seeds in India.

Part of the loan will be used for construction of two hybrid seed processing plants, each with satellite warehouses and drying stations, to enable the company to expand its processing of hybrid maize and to introduce its own hybrid lines of millet and sorghum.

The first plant will be located in the Punjab and the second in Southern India.

SOLID ECONOMIC GAINS are expected from the newly-completed Rama Road, the only Atlantic-Pacific road link in a 795-mile stretch of the Central American isthmus. Photo at left shows road conditions before construction of surface, while at right is a section of the completed all-weather road.

New overland route expected to boost Cent. America trade

Located in Nicaragua, Rama Road provides Atlantic-Pacific link

The newly-opened Rama Road in Nicaragua should provide the Central American area with a strong shot in the arm, furnishing as it does the only Atlantic-Pacific land route in a 795-mile stretch of the isthmus.

First proposed in 1939, the Rama Road is an all-weather route from the river port of Rama, near the Atlantic port of Bluefields through the under-developed eastern region of Nicaragua to Managua, the capital, and thence to principal Pacific Coast ports.

The nearest overland route to the south starts at Colon, Panama, 276 miles away; while the nearest route to the north begins at Puerto Cortez, Honduras, 519 miles away.

The Rama Road will make a considerable impact on Nicaragua's internal transportation system and, consequently, on the nation's industrial growth.

To spur private industrial development, the U.S., through the Agency for International Development, has provided seed capital financing in the amount of $8 million to a new private entity, the Nicaraguan Investment Corporation. Another $9 million in AID loan assistance has been given to Nicaragua's National Development Institute (INFONAC) for a three-year program, supplemented by resources from other international lending agencies.

With assistance from INFONAC a long list of new industries has commenced operations. These include a cattle slaughtering plant, two printing plants, two oil extraction plants, two steel structure and pipe manufacturing plants, and other plants to produce shoes, powdered milk, synthetic glue, plastics, and wood veneers.

U.S.-Ghana agreement calls for $5 million worth of U.S. cotton textile grey goods

Vice President Humphrey, in Accra, recently signed an agreement under PL-480 with Ghana, calling for the sale of $4.8 million worth (about 20 million linear yards) of U.S. cotton textile grey goods. This is the first sale of cotton textiles under amended provisions of PL-480 which permit programing of cotton textiles in the same manner as other agricultural commodities or products.

The agreement also includes other agricultural commodities for a total in excess of $12 million. All commodities called for under this agreement are to be supplied during calendar year 1968, and sales will be made by U.S. traders.

Development group meets in Washington in March

Leaders in all aspects of international development will meet in Washington Mar. 6-9 at the 10th Anniversary World Conference of the Society for International Development. Preliminary registrations indicate that more than 1,000 participants from all over the world will be at the meetings in the Shoreham Hotel.

The theme of the Conference will be "International Development—Accomplishments and Apprehensions." Emphasis will be on accomplishments in the developing countries, but the aid-giving countries will not be overlooked.

The Society's membership and the prospective attendance at the conference represent every phase of the development effort, including the work of businessmen, economists, doctors, teachers, lawyers, sociologists, agricultural experts.

Austria restores quantity controls on match imports

The Austrian Ministry of Commerce, Trade and Industry recently announced that quantitative restrictions have been re-established on imported matches. Previously, matches (BTN 36.06) were on the liberalized list (Zollaemterermaechtigungsliste), which provides for the issuance of informal and automatic licenses for products originating in GATT countries.

The new ordinance, effective until May 12, requires importers of matches to apply for formal import licenses.

Kenya curbing land speculation with new control act

Interim exemptions for approved businesses of foreign origin eliminated in recent legislation

Kenya's National Assembly passed the Land Control Act of 1967. The new law gives the Government control over all agricultural land transactions and specifically prohibits the acquisition of such land by non-citizens.

Designed primarily to curb growing land speculation, the Land Control Act will apply to the sale, division, or other disposal of tracts designated as agricultural land, as well as to the transfer of shares in cooperatives and to private firms holding such lands.

Exemptions for "approved enterprises" for foreign origin, provided in the interim regulations (see INTERNATIONAL COMMERCE, Oct. 9, 1967, p. 38) have been eliminated.

Succession or inheritance of land by non-citizens is protected by the Constitution of Kenya and therefore is not affected by the new controls.

Other sections of the Act notwithstanding, the President may prohibit any transactions involving agricultural land and may exempt any person or transaction from the provisions of the Act.

This change should be noted in the section Legislation Governing Investment, in OBR 66-93 *Establishing a Business in East Africa.*

Ecuador power expansion gets Eximbank financing

A $6 million Alliance for Progress credit, authorized by the Export Import Bank to Empresa Electrica del Ecuador, Inc. (EMELEC), will help finance the purchase of U.S. equipment and services needed for the company's power expansion program in Guayaquil.

EMELEC, a subsidiary of American and Foreign Power Co. Inc., was established in 1926, it owns and operates the electric utility system in Guayaquil, the largest city and seaport in Ecuador (population 600,000). The company expects the demand on its system to continue growing. To meet this anticipated increase, the company will add about 50 megawatts to its system generating capacity.

The expansion program is expected to be completed in 1971; it will cost some $15.9 million, of which $11.1 million will be spent in the United States. By the end of 1971, total generating capability of the EMELEC system will be about 103 megawatts.

The Eximbank loan is repayable in 26 semiannual installments beginning in June 1972.

Uruguay relaxes import restrictions on some items

On Dec. 1, the Government of Uruguay relaxed import restrictions established July 17, on a limited number of items as a complementary measure to the Nov. 6 peso devaluation.

According to this decree imports subject to a surcharge of 10% or less, except machinery, automotive vehicles, and aircraft, were freed from requirement of approval by the Ministry of Finance.

The decree also abolished, effective Jan. 17, approval by the Ministry of Finance on a case-by-case basis of imports of capital goods financed by suppliers' credit of three years or more and abolished the additional prior deposit for most imports subject to surcharges of 10% or less.

Imports with surcharges above 10% will be subject to an additional prior deposit of 200%, while such imports from LAFTA countries will be subject to a prior deposit of 140%.

There will be no restrictions on imports financed by international agencies and on imports involved in LAFTA complimentation agreements or those included in special agreements with Paraguay and Ecuador.

However, import prohibitions will remain in effect until Apr. 30, for the remaining items, which include machinery and equipment, automotive equipment, aircraft, radio, television, musical and photographic equipment, office supplies, and imports of raw materials and other major categories having a surcharge of 60% or higher.

Switzerland joins Asian Bank; total membership now 32

Entry represents significant addition, Bank officials say

The Asian Development Bank (ADB) started the New Year with the addition of a new member—Switzerland.

Switzerland's application for membership in the ADB was considered at the Inaugural Meeting of the Board of Governors of the Bank held in Tokyo, Nov. 24-26, 1966, which adopted a resolution in this behalf.

The Federal Council of the Swiss Confederation thereafter undertook the necessary legislative processes and, as earlier scheduled, completed all the membership formalities including the payment of the first installment of her subscription and the transmittal to the Bank of the Instrument of Acceptance before the end of 1967.

Switzerland's membership commenced with effect from Dec. 31, 1967; with her entry, the Bank's total membership is 32.

Switzerland's subscription to the Bank's share-capital amounts to U.S. $5 million. Of the subscribed capital, one-half represents "paid-in" capital and the other half remains as "callable shares".

Under the Bank's Charter, the paid-in portion is to be paid in five equal annual installments; one-half of each installment is payable in gold or convertible currency and the other half in local currency—the latter in cash or in non-interest bearing demand notes. Switzerland has, however, paid in cash in U.S. dollars the entire amount of $500,000 representing the first installment.

Bank authorities enthusiastically welcome Switzerland's entry into the ADB. As one of the more advanced countries with a strong international financial position and with substantial material resources and technical skills, Switzerland's entry represents a significant addition to the ADB's broad-based international membership.

Switzerland's membership in the Bank is also clear evidence of her keen interest in the economic development of the Asian region and her appreciation of the role of a multilateral institution in this context.

Greece lowers tax rates on earned income for 1967

Exemptions from direct taxation for firms, individuals eliminated except those granted specially

Income tax rates in Greece have been lowered under a new Compulsory Law announced Dec. 28, 1967. The law became effective on January 1; it applies to income earned in 1967 as well as in future years.

Reductions under the new law range from 17.4% for persons with a taxable income of $2,000 to 13.5% on a taxable income of $33,000, and are greatest at the upper and lower ends of the income scale.

Certain provisions of the new law double the exempted income on self-owned and occupied homes, provide for separate taxation of a wife's income while increasing a husband's deduction for his wife's maintenance, and exempt from direct taxation all pensions paid by foreign governments.

Of particular interest to U.S. business are provisions eliminating all general and specific exemptions from direct taxation for corporations and individuals, except those granted as incentives for the economic development of the country. A new simplified procedure for determining the net profits of commercial, industrial, and technical enterprises has also been introduced.

The new law will result in a decrease of tax revenue for the government. However, more comprehensive and effective collection procedures, coupled with an overall reduction in exemptions should offset the rate reductions to a great extent.

Holders of OBR 67-16 "Establishing a Business in Greece," may wish to note these changes under the section concerning taxation.

Austerity program sets Spain's Second Plan back

Spain's Second Economic and Social Development Plan, originally scheduled to begin Jan. 1, has been delayed for three months in order that certain of its data and projections can be revised to take account of the effects of the devaluation and the austerity program.

The Second Plan will run through 1971; in the meantime, the First Plan has been extended until March 31.

Import licensing no longer required by New Zealand on certain commodities

The New Zealand Customs Department recently removed import license requirements on certain classes of goods.

In announcing the list of additional exemptions, the Acting Minister of Customs noted that recent measures taken to restrain internal demand and the decision to devalue the New Zealand dollar had enabled the further exemptions to be made. It is not expected that the exemptions will mean a significant increase in overseas payments.

Included among the exemptions, effective Dec. 15, 1967, are desiccated coconut; certain cereals, vegetable oils and food preparations; a number of natural abrasives and organic, and inorganic chemicals; anti-knock preparations; printers blanketing; ophthalmic lenses; and needles for record players.

Details on the recent exemptions may be obtained from the Far Eastern Division, U.S. Department of Commerce, Washington, D.C. 20230.

Temporary duty rates raised by Spain on several items from 1% to 14 or 24%

Spain recently passed legislation which raises the 1% temporary duty rates on several items, including machine tools, printing presses, specialized machinery and some construction equipment, to 14% or 24%.

The great majority of these items, however, will enter at a rate of 5% until November of 1968 (November, 1969 for machine tools) as part of Spain's policy of permitting imports of capital goods equipment at lower rates.

For further information on specific products **write:** European Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

Greek import rules set for drugs, raw materials, samples

Loan copies available to U.S. firms of decision highlights

The Greek Ministry of Social Welfare has issued Decision No. C9B 29545 of Nov. 10, 1967 which sets forth for the benefit of importers, representatives and distributors, import procedures relating to drugs, proprietary medicines, medicinal raw materials, medical samples, and drugs for personal use.

Although the provisions of this decision primarily concern Greek importers, they indirectly involve U.S. pharmaceutical manufacturers and suppliers. This information may be used to advantage by U.S. firms endeavoring to enter the Greek market or expand their current business activities in Greece.

Interested inquirers may obtain loan copies of the highlights of this decision from the European Division, Bureau of International Commerce, Department of Commerce, Washington, D.C. 20230.

New German tax law affects U.S. businessmen

A new value-added turnover tax was introduced Jan. 1 in Germany which will affect all American businesses engaged in manufacturing or selling in Germany.

To assist businessmen in dealing with the new tax system an Overseas Business Report "German Turnover Tax Law (Value-Added Tax) of May 29, 1967" (OBR 67-70) containing a translation of the text of the law and a brief introduction is now available.

Copies may be ordered (price is 15 cents per copy) from the Department of Commerce, the Department of Commerce Field Offices, or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Investment Opportunities pages 32-33

Mandatory controls providing a limited basis for continued U.S. direct investment overseas were initiated by the President on Jan. 1 as part of a broad program to improve the U.S. balance of payments. The Jan. 8 issue of INTERNATIONAL COMMERCE contained a summary explanation of the investment control program and further details are carried in a story this week on Page 15.

To ascertain whether they are subject to investment controls, and to insure their compliance with them, investors should consult the text of the Foreign Direct Investment Regulations, published in the Federal Register for Jan. 3, available from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. An office has been set up to administer the program. Address: Director, Office of Foreign Direct Investments, U.S. Department of Commerce, Washington, D.C. 20230.

The Investment Opportunities section continues as an informational service for U.S. investors operating within the scope of the mandatory investment reguiations. Opportunities listed in this section include licensing and joint venture proposals.

Firms responding to investment opportunities may wish to inform the Bureau of International Commerce of their action, for follow-up assistance where appropriate. This will insure receipt of additional information as it becomes available.

A (*) following the name of the foreign firm indicates that additional information is available by writing the Department of Commerce (BIC-876), Washington, D.C. 20230.

WTD indicates that a World Trade Directory report containing financial and business background information on the foreign firm is available for $2 from the Department of Commerce (BIC-924), Washington, D.C. 20230.

For general assistance to firms interested in joint ventures or licensing agreements abroad **telephone:** 202-967-3786 or **write:** Department of Commerce (BIC-878), Washington, D.C. 20230.

Eight Dutch firms seek licenses to make equipment, other goods

Interests include office and other furniture, machinery, cosmetics, metal cleaning compounds, and various equipment

Eight Dutch firms seek licensing agreements to manufacture a wide range of products including office and other furniture, graphic machinery, marine equipment, generators, metal products, metal cleaning compounds, cosmetics, and equipment for the concrete pipe industry.

To obtain additional information about these opportunities, interested U.S. firms should correspond directly with the Dutch companies.

A manufacturer of metal doors, door and window frames, industrial automatic coal burning equipment and machinery for the metal working, building, chemical, rubber and other industries seeks a license to make related products.

The Dutch firm is particularly interested in the production of **machinery and equipment for the metalworking, building, leather and rubber industries.**

Write: N. V. Verenigde Metaalverwerkende Bedrijven v/h N.V. Stookwerk en N. V. Koop Stalenramenfabriek, 107 Broekweg, Leidschendam, The Netherlands. WTD.

A well established **ship building firm** seeks a licensing arrangement with a U.S. company in the same field. The Dutch concern is engaged in the building of inland waterway vessels, and small ocean going ships, the production of such marine equipment as derricks, winches and anchors, and steel structures for bridges. It also produces parts for various types of engines, heat exchanges and pipelines. In addition, the company handles heavy engineering and construction work.

The company prefers to limit itself to manufacturing, leaving marketing operations to the U.S. licensor. Reportedly, the Dutch firm's facilities are located strategically along the main Western Europe inland waterways and close to railway connections.

Write: N. V. Scheepswerf en Machinefabriek "De Biesbosch-dordrecht," 24 Maasstraat, Dordrecht, The Netherlands. WTD.

An Amsterdam company seeks a licensing agreement for the production of all types of **machinery for the graphics industry.** It is particularly interested in the manufacture of printing and bookbinding machinery.

Write: Joh. Moes & Zonen N.V., 2 Adolf van Nassaustraat, Amsterdam, The Netherlands. WTD.

A license to manufacture exclusively designed **office desks, chairs and tables, benches, settees, portable and stacking chairs and other furniture for universities, hospitals and other institutions** is sought by a firm located in Rhenen.

The Dutch concern envisages production of the type of furniture made on a steel frame base, with wooden, fiberglass, or upholstered surfaces.

Write: Kemo N.V., 8 Candialaan, Rhenen, The Netherlands. WTD.

Established in 1938, a manufacturer of **chemicals, compounds, and processes for the cleaning and protecting of metal surfaces** seeks to produce these products through licensing agreements with U.S. firms.

The Dutch company also wants to start making **equipment and installations for metal surface treating.** It operates its own sales and servicing operation.

The firm already has licensing arrangements with two U.S. companies.

Write: N. V. Mavom, 248 Oude Singel, or P.O. Box 196, Leiden, The Netherlands. WTD.

A prominent firm, specializing in the manufacture, distribution and installation of industrial refrigeration and air-conditioning equipment, and air compressors and pneumatic tools not used for refrigeration purposes seeks licenses.

The company is interested in the production of **generators, compressors, engines and pumps; air conditioning, heating and ventilating equipment; kitchen, food service, vending, dispensing and industrial refrigeration equipment; machinery and equipment for the food processing, beverage and chemical industries; pneumatic, hydraulic and electric handtools and apparatus.**

The Dutch concern would market any

of the products made under license throughout Europe, and, if possible, on a world wide basis. It reportedly has plants and sales and engineering offices located all over the world.

Write: Grasso's Koninklijke Machinefabrieken N.V. 27 Parallelweg, 's-Hertogenbosch, The Netherlands. WTD.

A Dutch producer of **soaps, detergents and toilet articles** seeks a license to manufacture a complete line of **cosmetics for men and women** to sell domestically and to other European countries. The firm is also interested in making other products complementary to its product line.

The Dutch firm manufactures alkaline detergents; machine dishwashing compounds; glycerine; light-duty and heavy duty synthetics and organic detergents; laundry and household soaps; aftershave lotions, shampoos and tooth paste.

The company, established in 1733, has approximately 400 employees and its annual sales are reported to be $6.9 million. WTD.

For additional information **write:** Office of International Investment, 876, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C. 20230.

A Dutch manufacturer of **concrete pipe** in interested in making production equipment for this industry under U.S. license. **Machinery for the manufacture of large diameter asbestos-cement pipe** is of particular interest to the firm.

The Dutch company has 200 employees and reports annual sales between $2.5 million and $3.5 million.

An executive of the firm expects to visit the United States next month to discuss the proposal with U.S. companies responding to this announcement.

Interested firms are requested to contact: Waco-Beton N.V., 169 Ijsseldijk, Krimpen a/d Ijssel, The Netherlands. WTD.

Belgian firm wants license for various instruments

An importer of instruments and apparatus for use in meteorology, hydrology, oceanography, nuclear physics and spectral analysis seeks to manufacture these products through some form of business arrangement with a U.S. firm.

For details **write:** Bureau Technique Jean E. Wintgens, 7-9 Rue Neuve, Eupen, Belgium. WTD.

Austrian soybean mill proposed

U.S. imports would be used in contemplated operation

A leading producer of yeast products, ethyl alcohol, and feed concentrates seeks a collaborative business arrangement with a U.S. company to establish a soybean meal mill in Austria.

The basic raw material, soybeans, and the necessary equipment would be imported from the United States. Currently, there is no soybean industry in Austria and the annual demand for about 50,000 metric tons of soybean meal is met through imports. In addition, the soybean oil by-product also could be marketed in Austria.

The Vienna firm offers to supply a recently renovated now vacant 40,900 cu.-meter plant located on a 150,000 sq.-meter site about 18 miles south of Vienna. The facility is reportedly served by a spur track leading to a main railway line as well as a semi-automatic electric generator with a capacity of 1,700,000 kwh.

Founded in 1840 and employing around 300, the Vienna firm is a member of one of Austria's largest private complexes.

Interested U.S. companies can obtain full details by writing: Mautner Markhof'sche, Vereinigte Presshefe Fabriken, Sinmeringer Hauptstrasse 101, Vienna, Austria. WTD.

Italian firm interested in producing equipment, machinery under license

A Milan manufacturer of packaging machinery and machine tools seeks a license to produce paper, plastic and cardboard packaging machinery and bottling equipment.

Established in 1921, the Italian firm operates a 50,000 sq. ft. plant and employs about 170, plus six traveling salesmen. It is equipped for the production of paper, plastic and PVC bags manufacturing and printing equipment.

Write: Marino Gramegna, Costruzioni Meccaniche, Via Asiago 72, Milan, Italy. WTD.

Two German firms seek licenses to make all kinds of screws, lighting systems

Two German companies are interested in arrangements with U.S. firms to produce under license all kinds of screws and for electric lighting apparatus, particularly airport lighting systems.

- A German firm is interested in a licensing arrangement to make electric lighting apparatus. Equipment for airport lighting systems are of particular interest.

The company has 90 employees; sales for 1966 reportedly were $500,000.

For additional information **write:** EIM Elektro-Industrie-Montage Rudolf Winter, 19-21 Unterdorfstrasse, 43 Essen, Duesseldorf, Germany. WTD.

- A German producer of powered metallurgical products, screws and stamped, pressed and drawn parts seeks a license to manufacture all kinds of screws, including special screws for automobiles.

The firm has 800 employees, a modern and well equipped factory and its reported sales for 1966 was $10 million.

To obtain additional information **write:** Duesseldorfer Eisenhuettengesellschaft, 22 Festerstr., 403 Ratingen, Germany. WTD.

French carpet producer seeks arrangement

A small manufacturer of woolen carpets and rugs seeks some type of collaborative arrangement with a U.S. firm.

The French concern, which employs about 30 persons, is interested in expanding operations and adopting modern production methods.

To obtain the name and address of the French firm **write:** Bureau of International Commerce, Office of International Investment, 876, Department of Commerce, Washington, D.C. 20230.

Spanish firm seeks to make electric heating panels

A Spanish company seeks a license to manufacture electric industrial heating panels and other panels that are used in the production of electrical household appliances.

Additional information can be obtained from: Union de Fabricantes de Electrodomesticos, S.A. (UFESA), Echarri-Aranaz, Navarra, Spain. WTD.

World Trade Opportunities

NATO-certified U.S. firms can bid on job in Germany

The German Federal Republic will invite bids on the construction of a NATO facility in North Rhine-Westphalia.

The project, No. 68-25-43-21(77) calls for the following principle supplies and services (figures are approximate): 50,000 cubic meters earth work; 3,300 sq. meters concrete roads; 27,000 sq. meters black top road; 2,100 sq. meters building; 500 meters water mains; 800 meters sewer lines and trenches; 8,500 meters cable trenches; supply of generators, tank storage facilities, etc.

The deadline for application to bid is Feb. 8. The tentative bid deadline is March 14.

Only U.S. firms certified by the U.S. Department of Commerce as eligible to bid on NATO projects are eligible to bid. Interested U.S. firms may contact the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: Area code 202-967-2498, concerning certification and application forms for this project.

Applications to bid should be mailed to: Bundesministeriem fuer Verteidigung, Referat U III/7 (Ministerialrat Romeis, oder V.I.A.), Trierer Strasse 78, Bonn.

Malaysia announces tenders for communications equipment

The Director General of Telecommunications of Malaysia, has issued a tender for the supply of communications equipment.

Bid deadline is 11 a.m. Feb. 20.

Bid should offer VHF/FM communication equipment for use by Malaysian Police and high frequency AM/SSB communication equipment for ship-to-shore services. Bids should also include cost of spares and technical manuals.

Copies of tender announcement and specifications are available from the Director-General of Telecommunications, Rm. No. D2-3rd fl., Telecoms. H.Q., Bukit Nanas, Kuala Lumpur, Malaysia or on a short-term loan basis to firms located in the U.S. from the Electronics Division, BDSA-658, Room 4125, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: Code 202-967-4038.

Greece extends bid deadline on radio, television project

The Hellenic National Broadcasting Institute has extended the bid deadline on tender No. 2000, from Feb. 5 to March 21. Specifications and terms are unchanged (see INTERNATIONAL COMMERCE, Jan. 8, p. 44).

Malaysia to build tidal barrage

The Government of Malaysia invites bids from international contractors approved by the World Bank for the construction of a tidal barrage for the Sungei Kedah-Muda Irrigation Project.

Bids must be received by the Director, Drainage and Irrigation Department, Swettenham Road, Kuala Lumpur, Malaysia, by Feb. 26.

Tender documents are obtainable from the Project Engineer's Office, Jalan Langgar, Alor Star, Kedah, Malaysia. One set of the tender documents, which includes conditions of contract and contract plans, is available for office review, and one set is available on a loan basis from the Building Materials and Construction Industries Division, BDSA-564, Room 4014, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-967-3602.

Ireland invites bids to install telephony radio link systems

The Department of Posts and Telegraphs, has issued tender No. 1.2001, for the supply and installation of spur telephony radio link systems.

Bid deadline is 4 p.m. Feb. 29.

Bid should offer four microwave systems, three systems operating in two GHz range, fourth system utilizing 450-470 MHz, and should include antennas, feeders, telephone multiplexing equipment and power plant equipment.

Copies of tender announcement and specifications are available from the Engineer-in-Chief, Contracts Section, Department of Posts & Telegraphs, Hawkin's House, Dublin 2, or on a short-term loan basis to firms located in the U.S. from the Electronics Division, BDSA-658, Room 4125, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-967-4038.

Greek Government seeks bids for racetrack concession

The Ministry of Coordination, 1st Directorate General, Production Field Sections, Kingdom of Greece, Athens, Greece, has issued an international tender, call for bids No. 58014/860, in order to select a concessionaire to construct and subsequently operate for a period of 30 years a racetrack in the district of the Prefecture of Attica. The estimated value of the project is placed between $5-$6.7 million.

The bid deadline is Mar. 15, 12:00 hrs. Greece time. Bids received after this date will not be considered.

Interested firms may obtain a copy of the general terms and specifications on a loan basis only from the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230.

Vietnamese Government issues tender for detergent plant

The Industrial Development Center, 40-42 Nguyen Hue, P.O. Box 336, Saigon, has issued a tender for one turnkey continuous plant for sulfonating fatty alcohol, with a 1000 kgs. per hour capacity; and one spray-drying plant for synthetic detergent, with a 1500 kgs. per hour capacity. The bid deadline is Mar. 1.

A copy of the tender is available on a short-term loan basis to firms located in the United States from the GIEC Division, BDSA-588, Department of Commerce, Washington, D.C. 20230. Telephone: 202-967-5589.

Finnish firm plans glass packaging plant construction in Canada

In collaboration with the New Brunswick Development Corp., the Finnish firm A. Ahlstrom Oy, one of Finland's largest industrial enterprises, plans construction of a glass packaging plant near Saint John, New Brunswick. An unused aircraft hangar will be converted into a modern glass-making and molding factory. The plant is expected to produce about 20,000 metric tons of soft drink bottles, jars and containers per year for the Eastern Canadian soft drink and canning industries.

Financing will be arranged by Canadian financial institutions. The company is expected to provide jobs for about 100 workers and will operate initially under Finnish management. Mr. Risto Tiittola, A. Ahlstrom Oy, Karhula Glassworks, Karhula, Finland, is heading up the project. Engineering and planning will be done in Karhula. Machinery, both for the glass making and the molding, will come from non-Finnish sources. A. Ahlstrom Oy's glass division operates plants in Karhula, Iittala and Paavola, Finland.

Late Leads—Information received too late to be of value to bidders is published because many readers will find it of value in follow-up campaigns to sell complementary products and subisidiary services. Sometimes a cable to an agent on the scene will result in tie-in sales.

Korean Government to construct petrochemical complex at Ulsan

The Korean Government's Economic Planning Board's Petrochemical Promotion Committee formally announced that it has approved the offer of the Korea Oil Corp. (KOCO) to build Korea's first naphtha cracker, benzene, butadiene and cyclohexane plants.

The committee asserted that construction of these plants, the first in the petrochemical complex scheduled for completion during Korea's Second Five Year Plan, would begin Feb. 1968 in the Ulsan industrial complex where the KOCO petroleum refinery is already located.

According to the committee, Gulf Oil Corp. will advance a $21 million loan and will hold a 25% interest in the joint venture with KOCO.

Ecuador extends bid deadline for Guayllabama bridge project

The Ecuadorean Ministry of Public Works notifies bidders interested in submitting offers for the financing and construction of the Guayllabama River Bridge (see INTERNATIONAL COMMERCE, Nov. 6) that the bid deadline has been advanced from Jan. 3 to Mar. 4.

World Trade Opportunities Continued to page 39

The firms and individuals in the following lists are interested in trade relations with U.S. businessmen. The commodities in which they have expressed interest are indicated by the numbers preceding the commodity classification. These numbers refer to the Standard Industrial Classification (SIC) Manual, which is available for $2.50 a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Every effort is made to include only firms or individuals with good reputations. However, the Department of Commerce cannot be responsible for any trade relations.

The listing in INTERNATIONAL COMMERCE of opportunities to trade in specific commodities and technical data does not necessarily imply approval of their export by the U.S. Department of Commerce pursuant to the U.S. Export Control Act. For applicable export licensing regulations and policies, see the Comprehensive Export Schedule or consult the Bureau of International Commerce's Office of Export Control or any Department of Commerce Field Office.

● indicates that the trade opportunity represents a request for bids by a foreign government agency. A (★) following indicates that additional information may be borrowed by firms located in the U.S. from the Business and Defense Services Administration (BDSA), U.S. Department of Commerce, Washington, D.C. 20230; telephone numbers indicated. To avoid delay, requests for loan material should specify country and commodity.

★★ indicates opportunities obtained by U.S. trade missions to other countries. A (★) following these indicates that additional information may be obtained by writing the Trade Opportunities Staff, BDSA-624, U.S. Department of Commerce, Washington, D.C. 20230. The TM (trade mission) number is requested in correspondence. Requests for loan material should specify country and TM number.

WTD indicates that a World Trade Directory report is available on the foreign firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for $2 each from the Bureau of International Commerce, BIC-924, U.S. Department of Commerce, Rm. 6059. Telephone: 202-967-4203. The date following the letters WTD refers to the date of issuance of the report. If WTD is in preparation, action will be completed on a priority basis upon receipt of request specifically identifying the trade opportunity involved.

Sales Leads for Exporters

Listed below are companies interested in buying U.S. products. Direct purchases are wanted unless a desire for an agency agreement is expressed.

121 Bituminous coal

● **SUDAN**—Steam coal, 10,000 long tons supply to Sudan Railways. Prices to be quoted both f.o.b. and c.i.f. Port Sudan, Contract No. 3855, bid deadline noon, Feb. 26. Copies of details, specifications and tenders may be obtained from Office of Controller of Stores, Sudan Railways, P.O. Box 65, Atbara, or from Office of the Storekeeper, c/o Catering Stores, Khartoum.

203 Canning, preserving foods

SWEDEN—Canned, deepfrozen orange and green lime concentrates; orange peels, other citrus products; peach pulp, nectar; apricot pulp, other products of apricots; cocktail cherries, dried fruits, deepfrozen corn; exotic fruits such as mango, papaya. Products for industry use, not consumer packed goods. Direct purchase and agency. AB O. Annerstedt (agent, distributor, importer), 83 Drottninggatan, Stockholm C. WTD 1/68.

221 Broad woven fabric mills, cotton

UGANDA—Cotton piece goods. Nagji Textiles Ltd. (importer, wholesaler, retailer, exporter), P.O. Box 521, Kampala. WTD 1/68.

225 Knitting mills, products

SWEDEN—Knitted outerwear, socks for men. Manhart AB (agent, exporter, importer), 5 Ostermalmsgatan, Stockholm. WTD 1/68.

233 Women's, misses', juniors' outerwear

UGANDA—Women's, misses', juniors' dresses, blouses, shirts, skirts, suits. Nagji Textiles Ltd. (importer, wholesaler, retailer, exporter), P.O. Box 521, Kampala. WTD 1/68.

234 Women's, misses', children's, infants' under garments

UGANDA—Women's, misses', infants' nightwear, pajamas, panties, underwear, brassieres, corsets, allied garments. Nagji Textiles Ltd. (importer, wholesaler, retailer, exporter), P.O. Box 521, Kampala. WTD 1/68.

239 Fabricated textile products

● **CEYLON**—Unbleached cotton canvas, 100,000 lineal yds., weight approximately 18 oz. per yd., in roll of 40 yds. Closing date, 09:30, Mar. 12.

Chairman, Tender Board, Dept. of Government Stores, P.O. Box 418, Colombo, Ceylon. Copies of tender obtainable from Embassy of Ceylon, 2148 Wyoming Ave., N.W., Wash., D.C. 20008. Ref: Com/Ten/5, (Miss Nimal Wijeyaratne, Commercial Secretary).

SWEDEN—Textile piece goods, ready-made linings, sweat bands, for headwear industry; outer and inner material for luggage and handbag industries; textile piece goods, linings for ready-made clothing industry. Direct purchase and agency. Skraddertillbehor KB (importer, wholesaler, sales agent), Asogatan 140, Stockholm. WTD 1/68.

243 Millwork, veneer, plywood, prefabricated structural wood products

KOREA—Various hardwood and softwood veneers in rolls. Direct purchase and agency. Sung Pung Enterprises Co. (sales agent, importer), I.P.O. Box 2089, Seoul. WTD 8/67.

264 Converted paper, paperboard products

NETHERLANDS—One side machine-coated bleached sulphate boards; envelope papers, manilla bags, other coated paper and paperboard. Direct purchase and sole agencies for The Netherlands. Huiskamp & Sanders N.V. (manufacturer, wholesaler), 27 Loubergweg, Eerbeek. WTD 1/68.

SWEDEN—Translucent cardboard, parchment material for lampshade industry. Direct purchase and agency. Skraddertillbehor KB (importer, wholesaler, sales agent), Asogatan 140, Stockholm. WTD 1/68.

281 Industrial chemicals

● **BURMA**—Supply of laboratory chemicals, as follows: 32 in all, in varying quantities. Tender No. MEIC/B.Rlys 11(T)35(M)67-68; 34 in all, in varying quantities. Tender No. MEIC/B.Rlys 11(T)36(M) 67-68; 31 in all, in varying quantities. Tender No. MEIC/B.Rlys 11(T)37(M)67-68.

Bid deadline February 12.

Coal tar, 500 imperial gals. Tender No. MEIC/B.Rlys 15(T)458(M)67-68, bid deadline March 21.

Walterization compound, 200 imperial gals.; lead wool, eight cwt., jointing compound, 200 lb. Tender No. MEIC/B.Rlys/15(T)455(E) 67-68, bid deadline Mar. 18.

All correspondence relating to these quotations should be addressed to: The Chairman, Union of Burma Railway Board, Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-967-2067).

SWEDEN—Dyes, colors for printing trade.

Direct purchase and agency. AB Eric F. Olsson (importer, exporter, manufacturer), Ursviksvagen 16, Sundbyberg. WTD 1/68.

283 Drugs

SWEDEN—Pharmaceutical chemicals such as human blood plasma, tetanus plasma, anti D plasma, albuminum humanum, gamma-globulin. Frazar International (Scandinavia) AB (importer, wholesaler, sales agent), 3 Boforsgatan, Farsta. WTD 5/67.

285 Paints, varnishes, lacquers, enamels

GERMANY—Paints, varnishes, special coatings for construction industry. Direct purchase and agency. Ludolf Beyer, Baustoffhandlung (wholesaler), 65 Mainz, Boppstrasse 36. WTD 1/68.

295 Paving, roofing materials

GERMANY—Roofing, asphalt roll, shingle. Direct purchase and agency. Ludolf Beyer, Baustoffhandlung (wholesaler), 65 Mainz, Boppstrasse 36. WTD 1/68.

NETHERLANDS—Road materials. Agencies and/or representations requested for The Netherlands, Indonesia. Bristar N.V. Verkoopkantoor & Exploitatiemaatschappij (importer. distributor), 23 Bergstraat, Amersfoort. WTD 1/68.

307 Plastics products

SWEDEN—Decorative plastic products for flower shops, garden supplies; novelties in do-it-yourself building products for villa, cottage, garden, flower-shop, show windows. Direct purchase and agency. Westropa AB (agent, importer), 8 Stenborgsvagen, Stockholm-Hagersten 2. WTD 7/67.

321 Flat glass

BELGIUM—Glass microspheres with high refractive index, granulometric + 37 millimicrons; luminosity over 1.9. Gustaaf Allegaert (manufacturer, distributor), 56 Beverstraat, Harelbeke. WTD 12/67.

326 Pottery, related products

● **THAILAND**—Supply of miscellaneous insulators including 100,000 spool type, wet porcelain, brown glazed; 2,000 sets strain type; 7,000 sets suspension type; 10,000 sets 23 KV pin type and 10,000 hot dip galvanized steel pins. Tender No. MEA-PSD-106, bid deadline Feb. 9. Purchase Stores Div., Metropolitan Electricity Authority, 121 Chakrapetch Road, Bangkok.★ (Telephone: 202-967-4241).

327 Concrete, gypsum, plaster products

GERMANY—Acoustical plaster, gypsum. Direct purchase and agency. Ludolf Beyer, Baustoffhandlung (wholesaler), 65 Mainz, Boppstrasse 36. WTD 1/68.

329 Abrasive, asbestos, nonmetallic mineral products

GERMANY—Acoustical board and tile, mineral wool. Direct purchase and agency. Ludolf Beyer, Baustoffhandlung (wholesaler), 65 Mainz, Boppstrasse 36. WTD 1/68.

331 Steel mill products

● **URUGUAY**—30 tons black iron wire, size 14 (2.11 mm) and 20 tons size 17 (1.47 mm). Tender No. 5985/67; bid deadline Feb. 20, second call Mar. 5.

● Galvanized wire, 70 tons, in seven sizes, ranging from .89 to 6.04 mm diameters. Tender No. 5986/67; bid deadline Feb. 16 for first call, Feb. 22 for second call.

Firms interested in submitting bids must do so through a Uruguayan agent or representative to Administracion General de las Usinas Electricas & los Telefonos del Estado, Seccion Licitaciones, Calle Paraguay 2431, P.8, Montevideo. One set of each tender document is available (on a first call basis) from the Department of Commerce, Washington, D.C. 20230.★ (Telephone: 202-967-2364).

Export business vs. domestic business

"I do not believe the export business should be approached on the basis of skimming the gravy off the top. Nor do I believe it should be looked upon as plus business that can absorb overheads. If you begin applying all types of rationale to the benefits of getting export business, you will never get into the business on a sound, permanent basis. It must be looked at in the same terms as domestic business. A dollar's worth of export business should have the same value as a dollar's worth of domestic business."

—George Strike, President, American Laundry Machinery Industries

335 Rolling, drawing, extruding of nonferrous metals

● **BOLIVIA**—Bids have been initiated for a supply of copper telephone wire by the International Bi-lateral Mixed Railroad Commission. Tender No. 3/68; bid deadline Feb. 14. Documents may be obtained from either of the following upon payment of $12.50 plus $2.50 airmail postage; Commission Mista Ferroviaria Argentino-Boliviana, Ballivian esquina Colon No. 1323, ler. piso (edificio Smid) La Paz, Bolivia or Commission Mista Ferroviaria Argentino-Boliviana, Marcelo T. de Alvear No. 1420, Buenos Aires. All correspondence should be in Spanish.

● **INDIA**—The General Manager, Railway Electrification, 232 Acharyya Jagadish Bose Road, Calcutta 20, India has invited bids for 800 metric tons of electrolytic wire bar conforming to ASTM specifications No.-B-5-1943 or BSS-1036:1964. Bid deadline Feb. 5. Tender documents may be obtained from India Supply Mission, 2536 Mass. Ave., N.W., Wash., D.C. 20008. Tender No. Stores/12/67/PCI/73.

343 Heating apparatus, plumbing fixtures

SWEDEN—Lawn sprinklers. Direct purchase and agency. Gustab Nordgren Pumpar AB (agent, exporter, importer), 6-8 Gimmerstavagen, Alvsjo. WTD 12/67.

344 Fabricated structural metal products

NETHERLANDS—Couplers for tubular steel scaffolding. Direct purchase and agency, representation, licensing and/or joint-venture arrangements. N.V. Fabrieken van Klinknagels en Schroefbouten P. van Thiel & Zonen (manufacturer, distributor, agent), 34 Bosscheweg, or P.O. Box 2, Beek en Donk. WTD 1/68.

345 Screw machine products

GERMANY—Special non-standard fasteners for construction industry. Direct purchase and agency. Ludolf Beyer, Baustoffhandlung (wholesaler), 65 Mainz, Boppstrasse 36. WTD 1/68.

348 Fabricated wire products

GERMANY—Wire products for construction industry. Direct purchase and agency. Ludolf Beyer, Baustoffhandlung (wholesaler), 65 Mainz, Boppstrasse 36. WTD 1/68.

349 Fabricated metal products

SWEDEN—Fountains, sprinkling systems, valves, pipe fittings. Direct purchase and agency. Gustav Nordgren Pumpar AB (agent, exporter, importer), 6-8 Gimmerstavagen, Alvsjo. WTD 12/67.

352 Farm machinery

PORTUGAL—Stump cutters, tree movers, transplanting equipment and all types of machinery used in forestry work. Direct purchase and agency. Silvia—Sociedade de Maquinas e Representacoes, Lda. (importer, distributor, sales agent), Rua das Taipas 34-2°-Dto., Lisbon 2. WTD 9/67.

353 Construction, mining, materials handling machinery, equipment

NETHERLANDS—Road construction, other contractors' equipment, concrete plants. Direct purchase, agencies and/or representations requested for The Netherlands, Indonesia. Bristar N.V. Verkoopkantoor en Exploitatiemaatschappij (importer, distributor), 23 Bergstraat, Amersfoort. WTD 1/68.

PORTUGAL—Winches, truck mounted loaders for handling saw logs, all types of equipment used for logging work. Direct purchase and agency. Silvia—Sociedade de Maquinas e Representacoes, Lda. (importer, distributor, sales agent), Rua das Taipas 34-2°-Dto., Lisbon 2. WTD 9/67.

SWEDEN—Electrical, mechanical equipment for cranes such as conductor rails, cable drums, contact lines, pantographs. Direct purchase and agency. Carl Strom AB (distributor, importer), 5-21 Importorvagen, Johanneshov. WTD 1/68.

354 Metalworking machinery

TAIWAN—Machinery, equipment for manufacturing small automobiles of under 1,000 cc but over 500 cc. Requests descriptive literatures, price information. Shin San Tong Industrial Co., Ltd. (manufacturer), 306 Fu Chiang Rd., Tainan. WTD in preparation.

355 Special industry machinery

FRANCE—Sausage-casing automatic clippers: compressed air, pressure type, continuous vacuum system; heavy-duty; special sealers with supply of aluminum clips for artificial sausage-casings and watertight plastic bags, retracticle, for meat products; other categories of food products machinery of modern types designed for use by sausage-makers, and pork-butchers. Direct purchase and agency. Catalogues, price lists requested. Asmo Etablissements (dealer), 119-121 Cours de la Marne; 33- Bordeaux, Gironde. WTD 5/67.

NETHERLANDS—Canning, fruit, vegetable packing machinery. N.V. Beheermaatschappij BURA (import, export agent), Parkweg 22, Voorburg. WTD 12/67.

SWEDEN—Graphic machinery, parts. Direct purchase and agency. Eric F. Olsson AB (importer, exporter, manufacturer), Ursviksvagen 16, Sundbyberg. WTD 1/68.

356 General industrial machinery

PORTUGAL—Fire fighting apparatus, equipment especially designed for use in forest fires. Direct purchase and agency. Silvia—Sociedade Maquinas e Representacoes, Lda. (importer, distributor, sales agent), Rua das Taipas 34-2°-Dto., Lisbon 2. WTD 9/67.

357 Office, computing, accounting machines

● **BURMA**—Supply of 75 hand operated adding machines; 10 electrically operated adding machines; 310 hand operated calculating machines; and 75 electrically operated calculating machines. Tender No. ECC/OE-03.

● Supply of 135 manually operated duplicators, foolscap size; 85 manually and electrically operated duplicators, foolscap size; and 35 brief size manually and electrically operated duplicators. Tender No. ECC/OE-02.

● Supply of 920 typewriters with Burmese keyboard; 200 typewriters with English keyboard; carriages varying in size from 15 in. to 34½ in. Tender No. ECC/OE-01, bid deadline Feb. 3.

Firms interested in bidding on above items should ***write:*** Chief Executive Officer, Equipment Control Committee, Ministry of National Planning, Old Secretariat, Rangoon.★ (Telephone: 202-967-2939).

358 Service industry machines

SWEDEN—Catering equipment, drink dispensers. Direct purchase and agency. Metro-Skandia AB (manufacturer, importer), Box 22, Stockholm 1. WTD 1/68.

361 Electric transmission, distribution equipment

● **NEW ZEALAND**—Supply of nine 110 KV, 5000 MVA. outdoor, 3-phase, 50 cycle circuit breakers. Tender No. 516, bid deadline Mar. 12. Mr. E. B. MacKenzie, Gen. Mgr., New Zealand Electricity Dept., Private Bag, Wellington.★ (Telephone: 202-967-4241).

● **THAILAND**—Supply of miscellaneous distribution transformers, single phase, 50 cycle, 12,000-240/420 volts; 400 units of 37.5 KVA; 400 units of 50 KVA; 500 units of 75 KVA; 400 units of 100 KVA. Also 50 units of 150 KVA, three phase, 50 cycle, 12,000-240 volts. Tender No. MEA-PSD-108, bid deadline Feb. 29. Metropolitan Electricity Authority, 121 Chakrapetch Rd., Bangkok.★ (Telephone: 202-967-4241).

362 Electrical industrial apparatus

SWEDEN—Hydraulic, electric motors. Direct purchase and agency. Gustav Nordgren Pumpar AB (agent, exporter, importer), 6-8 Gimmerstavagen, Alvsjo. WTD 12/67.

366 Communications equipment

● **BURMA**—Supply of 50 impedance conversion kits for train despatcher telephones. Reference No. MEIC/B.Rlys/14(T)1273(E)67.68, bid deadline Mar. 18. The Chairman, Union of Burma Railway Bd., Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-967-4823).

SWEDEN—CB radio, amateur radio, business radio on 40, 70, 120, 160 and 460 MHz. Desires contacts with firms not represented in Sweden. Direct purchase and agency. Eldafo Ingenjorsfirma (manufacturer, retailer, sales agent, wholesaler, importer), 126 Kvarnhagsgatan, Vallingby. WTD 4/67.

369 Electrical machinery, equipment, supplies

FRANCE—Automotive electrical equipment, accessories, gadgets suitable for use in France. Descriptive literature, price lists requested. Direct purchase and agency. Monteux & Cie., Maurice (S.G.C.E.M.) (manufacturer, wholesaler), 310 Rue Francois-Perrin; 87- Limoges, Haute-Vienne. WTD 1/68.

371 Motor vehicle, motor vehicle equipment

PORTUGAL—Parts, accessories for passenger cars, trucks, busses. Direct purchase and agency. Manuel Figueiredo da Silva (importer, dealer), Rua da Escola Politecnica 102, Lisbon. WTD 1/68.

384 Surgical, medical, dental instruments

● **BURMA**—Supply of one electocardiogram. Tender No. MEIC/SRLYS/10(T)39(MED)67-68, bid deadline Mar. 28. The Chairman, Union of Burma Railway Bd., Bogyoke Aungsan St., Rangoon.★ (Telephone: 202-967-2939).

PORTUGAL—Firemen's clothing. Direct purchase and agency. Silvia-Sociedade Maquinas e Representacoes, Lda. (importer, distributor, sales agent), Rua das Taipas 34-2°-Dto., Lisbon 2. WTD 9/67.

394 Toys, amusement, sporting, athletic goods

SWEDEN—Toys, picture books, hobby articles for children made of plastic or paper. Direct purchase and agency. AB Eric F. Olsson (importer, exporter, manufacturer), Ursviksvagen 16, Sundbyberg. WTD 1/68.

Hobby articles such as planes, boats, railroads, engines, accessories. Direct purchase and agency. Wentzels Hobby, AB (importer, exporter, wholesaler, retailer, manufacturer, sales agent), 65 Master Samuelsgatan, Stockholm. WTD 6/67.

396 Costume, jewelry, novelties, buttons, notions

SWEDEN—Frames, clips, accessories for handbag, luggage industries. Direct purchase and agency. Skraddertillbehor KB (importer, wholesaler, sales agent), Asogatan 140, Stockholm. WTD 1/68.

Honduras announces plans for extensive construction work

The Government of Honduras has announced that several road and other construction projects are being planned. The projects, mainly highways, include an airport, grain silos, an industrial park, and port facilities. Some of these are under study, while others are scheduled to begin construction in 1968.

A list of these projects and their size is available, along with bid prequalification forms (to be used for highway projects financed by the Central American Bank for Economic Integration), from the Building Materials and Construction Industries Division, BDSA-564, Room 4014, U.S. Department of Commerce, Washington, D.C. 20230. Telephone: 202-967-3602.

U.S. DEPARTMENT OF COMMERCE—FIELD OFFICES

ALBUQUERQUE, N. MEX., 87101, U.S. Courthouse. Area Code 505 Tel. 247-0311.

ANCHORAGE, ALASKA, 99501, 306 Loussac-Sogn Building. Area Code 907 Tel. 272-6331.

ATLANTA, GA., 30303, 4th Floor Home Savings Building, 75 Forsyth St. N.W. Area Code 404 Tel. 526-6000.

BALTIMORE, MD., 21202, 305 U.S. Customhouse, Gay and Lombard Sts. Area Code 301 Tel. 962-3560.

BIRMINGHAM, ALA., 35205, Suite 200-201, 908 South 20th St. Area Code 205 Tel. 325-3327.

BOSTON, MASS., 02203, Room 510, John Fitzgerald Kennedy Federal Bldg. Area Code 617 Tel. 223-2312.

BUFFALO, N.Y., 14203, 504 Federal Building, 117 Ellicott St. Area Code 716 Tel. 842-3208.

CHARLESTON, S.C., 29403, Federal Building—Suite 631, 334 Meeting St. Area Code 803 Tel. 577-4171.

CHARLESTON, W.VA., 25301, 3002 New Federal Office Building, 500 Quarrier St. Area Code 304 Tel. 343-6196.

CHEYENNE, WYO., 82001, 6022 Federal Building, 2120 Capitol Ave. Code 307 Tel. 634-5920.

CHICAGO, ILL., 60604, 1486 New Federal Building, 219 South Dearborn St. Area Code 312 Tel. 353-4400.

CINCINNATI, OHIO, 45202, 9028 Federal Office Building, 550 Main St. Area Code 513 Tel. 684-2944.

CLEVELAND, OHIO, 44101, 6th Floor, Federal Reserve Bank Building, East 6th St. and Superior Ave. Area Code 216 Tel. 522-4750.

DALLAS, TEX., 75202, Room 120, 1114 Commerce St. Area Code 214 Tel. 749-3287.

DENVER, COLO., 80202, 16419 Federal Building, 20th and Stout Sts. Area Code 303 Tel. 297-3246.

DES MOINES, IOWA, 50309, 609 Federal Bldg., 210 Walnut St. Area Code 515 Tel. 284-4222.

DETROIT, MICH., 48226, 445 Federal Building. Area Code 313 Tel. 226-6088.

GREENSBORO, N.C., 27402, 258 Federal Bldg., W. Market St. P.O. Box 1950. Area Code 919 Tel. 275-9111.

HARTFORD, CONN., 06103, 18 Asylum St. Area Code 203 Tel. 244-3530.

HONOLULU, HAWAII, 96813, 202 International Savings Building, 1022 Bethel St. Tel. 588-977.

HOUSTON, TEX., 77002, 5102 Federal Building, 515 Rusk Ave. Area Code 713 Tel. 228-0611.

JACKSONVILLE, FLA., 32202, P.O. Box 35067, 400 West Bay St. Area Code 904 Tel. 791-2796.

KANSAS CITY, MO., 64106, Room 2011, 911 Walnut St. Area Code 816 Tel. 374-3141.

LOS ANGELES, CALIF., 90015, Room 450, Western Pacific Building, 1031 South Broadway. Area Code 213 Tel. 688-2833.

MEMPHIS, TENN., 38103, 345 Federal Office Building, 167 North Main St. Area Code 901 Tel. 534-3214.

MIAMI, FLA., 33130, Rm. 821, City National Bank Bldg., 25 W. Flagler St. Area Code 305 Tel. 350-5267.

MILWAUKEE, WIS., 53203, Straus Building, 238 West Wisconsin Ave. Area Code 414 Tel. 272-8600.

MINNEAPOLIS, MINN., 55401, 306 Federal Building, 110 South Fourth St. Area Code 612 Tel. 334-2131.

NEW ORLEANS, LA., 70130, 909 Federal Office Building, South, 610 South St. Area Code 504 Tel. 527-6546.

NEW YORK, N.Y., 10001, 61st Floor, Empire State Building, 350 Fifth Ave. Area Code 212 Tel. 563-3177.

PHILADELPHIA, PA., 19107, Jefferson Building, 1015 Chestnut St. Area Code 215 Tel. 597-2850.

PHOENIX, ARIZ., 85025, 5413 New Federal Building, 230 North First Ave. Area Code 602 Tel. 261-3285.

PITTSBURGH, PA., 15222, 2201 Federal Building, 1000 Liberty Ave. Area Code 412 Tel. 644-2850.

PORTLAND, OREG., 97204, 217 Old U.S. Courthouse, 520 S.W. Morrison St. Area Code 503 Tel. 226-3361.

RENO, NEV., 89502, 2038 Federal Building, 300 South St. Area Code 702 Tel. 784-5203.

RICHMOND, VA., 23240, 2105 Federal Building, 400 North 8th St. Area Code 703 Tel. 649-3611.

ST. LOUIS, MO., 63103, 2511 Federal Building, 1520 Market St. Area Code 314 Tel. 622-4243.

SALT LAKE CITY, UTAH, 84111, 3235 Federal Building, 125 South State St. Area Code 801 Tel. 524-5116.

SAN FRANCISCO, CALIF., 94102, Federal Building, Box 36013, 450 Golden Gate Ave. Area Code 415 Tel. 556-5864.

SAN JUAN, P.R., 00902, Room 100, Post Office Bldg. Phone 723-4640.

SAVANNAH, GA., 31402, 235 U.S. Courthouse and Post Office Building, 125-29 Bull St. Area Code 912 Tel. 233-4321.

SEATTLE, WASH., 98104, 809 Federal Office Building, 909 First Ave. Area Code 206 Tel. 583-5615.

Sales Representation

The firms listed below are interested in representing U.S. firms in the areas indicated. Exclusive distributorship for these commodities is wanted only if specified.

203 Canning, preserving foods

NETHERLANDS—Special types of raw materials for bakeries, margarine factories, processors, such as preservatives. Representation for Benelux area on exclusive basis. Hugenholtz, A.F.H. (importer, distributor), 97 Bosschestraat, Scheveningen/The Hague. WTD 12/67.

204 Grain mill products

NETHERLANDS—Special types of raw materials for bakeries, margarine factories, processors, such as pre-cooked rice flour. Representation for Benelux area on exclusive basis. Hugenholtz, A.F.H. (importer, distributor), 97 Bosschestraat, Scheveningen/The Hague. WTD 12/67.

208 Beverage industries

NETHERLANDS—Special types of raw materials for bakeries, margarine factories, processors, such as flavorings, colorings for food. Representation for Benelux area on exclusive basis. Hugenholtz, A.F.H. (importer, distributor), 97 Bosschestraat, Scheveningen/The Hague. WTD 12/67.

209 Food preparations

NETHERLANDS—Special types of raw materials for bakeries, margarine factories, processors, such as lecithin. Representation for Benelux area on exclusive basis. Hugenholtz, A.F.H. (importer, distributor), 97 Bosschestraat, Scheveningen/The Hague. WTD 12/67.

281 Industrial chemicals

NETHERLANDS—Industrial inorganic, organic chemicals. Interested in all new product items. Exclusive representation. Klockner Handelsmaatschappij N.V. (importer, distributor), 25 Koninginnegracht, The Hague. WTD 12/67.

289 Chemical products

NETHERLANDS—Anaerobe (plastic) glues consisting of single component packed in micro capsules, used by metalworking industry not only for polar sticking but also for mechanical bonding. Exclusive representation for Benelux area. Usoco N.V. (importer, exporter, agent, distributor, blending and packaging services), 61 Galileistraat, Rotterdam-7. WTD 1/68.

291 Petroleum refining

THAILAND—Brake lining oils for automotive lubrication. Exclusive agency. C.i.f. Bangkok prices, brochures requested. Amorn Supplies Ltd. Partnership (importer, distributor), 286 New Rd., P.O. Box 319, Bangkok. WTD 3/67.

327 Concrete, gypsum, plaster products

NETHERLANDS—Fireproof mortar, other ceiling, wall finishing materials. Exclusive agency for European countries. Handel- & Konstruktie Maatschappij J. ten Thije N.V. (importer, wholesaler, contractor), Rietveldenweg 9, 's-Hertogenbosch. WTD 10/67.

329 Abrasive, asbestos, nonmetallic mineral products

NETHERLANDS—Mineral wool made of rock, slag, or silica minerals for structural insulation. Exclusive agency for European countries. Handel- & Konstruktie Maatschappij J. ten Thije N.V. (importer, wholesaler, contractor), 9 Rietveldenweg, 's-Hertogenbosch. WTD 10/67.

330 Primary metal industries

NETHERLANDS—Steel bars, iron bars, copper bars, aluminum blocks, tin blocks. Interested in new product items. Exclusive representation. Klockner Handelsmattschappij N.V. (importer, distributor), 25 Koninginnegracht, The Hague. WTD 12/67.

331 Steel mill products

NETHERLANDS—Wire rods, steel alloy semi-finished. Interested in new product items. Exclusive representation. Klockner Handelmaatschappij N.V. (importer, distributor), 25 Koninginnegracht, The Hague. WTD 12/67.

Iron concrete reinforcing bars, other metal products used in construction of buildings. Exclusive agency for European countries. Handel- & Konstruktie Maatschappij J. ten Thije N.V. (importer, wholesaler, contractor), 9 Rietveldenweg, 's-Hertogenbosch. WTD 10/67.

332 Iron, steel foundries

NETHERLANDS—Steel castings, rolls for rolling mills. Interested in all novelties, new product items. Exclusive representation. Klockner Handelsmaatschappij N.V. (importer, distributor), 25 Koninginnegracht, The Hague. WTD 12/67.

339 Primary metal products

NETHERLANDS—Forgings, steel, from purchased materials; axles, other railroad equipment such as bumping posts, frogs, switches. Interested in all new product items. Exclusive representation. Klockner Handelsmaatschappij N.V. (importer, distributor), 25 Koninginnegracht, The Hague. WTD 12/67.

342 Cutlery, handtools, general hardware

NETHERLANDS—All types of tools used in construction of buildings. Exclusive agency for European countries. Handel- & Konstruktie Maatschappij J. ten Thije N.V. (importer, wholesaler, contractor), 9 Rietveldenweg, 's-Hertogenbosch. WTD 12/67.

Tools for gardening amateurs. Agency, direct purchase and/or licensing arrangement. N.V. IJzer-, Metaal- & Grondstoffenhandel "Excelsior" (importer, distributor, exporter), 12 Tolhuislaan, Rotterdam-20. WTD 1/68.

344 Fabricated structural metal products

NETHERLANDS—Metal laths (K-type), building profiles, all other types of metal products used in construction of buildings. Exclusive agency for European countries. Handel- & Konstruktie Maatschappij J. ten Thije N.V. (importer, wholesaler, contractor), 9 Rietveldenweg, 's-Hertogenbosch. WTD 10/67.

345 Screw machine products

NETHERLANDS—Bolts, nuts, rivets, corner beads, all other types of products used in construction of buildings. Exclusive agency for European countries. Handel- & Konstruktie Maatschappij J. ten Thije N.V. (importer, wholesaler, contractor), 9 Rietveldenweg, 's-Hertogenbosch. WTD 10/67.

Fasteners, especially bolts and nuts. Direct purchase and agency, representation, licensing and/or joint venture arrangements. N.V. Fabrieken van Klinknagels en Schroefbouten P. van Thiel & Zonen (manufacturer, distributor, agent), 34 Bosscheweg, or P.O. Box 2, Beek en Donk. WTD 1/68.

348 Fabricated wire products

NETHERLANDS—Woven wire lath, similar wire products used in construction of buildings. Exclusive agency for European countries. Handel- & Konstruktie Maatschappij J. ten Thije N.V. (importer, wholesaler, contractor), 9 Rietveldenweg, s'-Hertogenbosch. WTD 10/67.

356 General industrial machinery

NETHERLANDS—Machinery for shipyards, petrochemical, chemical industries. Interested in all new product items. Exclusive representation. Klockner Handelsmaatschappij N.V. (importer, distributor), 25 Koninginnegracht, The Hague. WTD 12/67.

Air compressors, pneumatic tools not for refrigeration purposes. Exclusive distributorship for Europe; also interested in licensing/joint venture arrangement. Grasso's Koninklijke Machinefabrieken N.V. (manufacturer, distrib-

Little things make the difference

"Quite often the difference in being successful and not being successful in a foreign market is that the successful firm is aware of and paying attention to the little things.

"These can be:

"Handling all overseas correspondence as quickly as possible;

"The ability to be understood in writing;

"Making certain that the sales literature and technical bulletins are in the language of the country;

"And tailoring the product to the customer's needs.

"To be successful in international trade takes more than a product and a desire to sell it. Often it is these little things that can make the big difference in overseas marketing."

—V. J. Borland, Export Manager, Quaker State Oil Refining Corp.

utor, exporter, agent, contractor, installer), 27 Parallelweg, or P.O. Box 343, 's-Hertogenbosch. Attn: Mr. L. Hamaker. WTD 1/68.

358 Service industry machines

NETHERLANDS—Industrial, commercial refrigeration equipment not for household use. Exclusive distributorship for Europe; also interested in licensing/joint venture arrangement. Grasso's Koninklijke Machinefabrieken N.V. (manufacturer, distributor, exporter, agent, contractor, installer), 27 Parallelweg, or P.O. Box 343, 's-Hertogenbosch. Attn: Mr. L. Hamaker. WTD 1/68.

363 Household appliances

NETHERLANDS—New designs in household appliances. Agency, direct purchase and/or licensing arrangement. N.V. IJzer-, Metaal- & Grondstoffenhandel "Excelsior" (importer, distributor, exporter), 12 Tolhuislaan, Rotterdam-20. WTD 1/68.

364 Electric lighting, wiring equipment

GERMANY—Equipment for airport lighting. Requests price quotations f.o.b. U.S. ports or c.i.f. Hamburg or Bremen. Requests replies in German. EIM Elektro-Industrie-Montage Ing. Rudolf Winter (importer, manufacturer, sales agent, wholesaler), 19/21 Unterdorfstrasse, 43 Essen/R. WTD 1/2/68.

381 Engineering, laboratory, scientific, research instruments

SWEDEN—New products of advanced technical nature to compliment present program which includes nuclear physics, electronics, accelerator technology, magnet technology. Instrument AB Scanditronix (exporter), Eskadervagen 12, Nasbypark. WTD 1/68.

396 Costume jewelry, novelties, buttons, notions

ITALY—Costume jewelry. Attson di Mario Ottino (distributor), Corso Italia 43, 20122 Milano. WTD 10/67.

399 Manufacturing industries

NETHERLANDS—Novelties, specialties. Agency, direct purchase and/or licensing arrangement. N.V. IJzer-, Metaal- & Grondstoffenhandel "Excelsior" (importer, distributor, exporter), 12 Tolhuislaan, Rotterdam-20. WTD 1/68.

Leads for Importers

Commodities are offered direct unless specified

221 Broad woven fabric mills, cotton

SWEDEN—Table cloth, fabrics, deckchair, awning materials. Gamlestadens AB (manufacturer), Export Div., Apelbergsgatan 50, Stockholm. WTD 1/68.

399 Manufacturing industries

MALAYSIA—Rattans. Direct sale or through agent. Sharikat Mahawangsa (sales/indent agent, exporter), Kwong Yik Bank Bldg., Jalan Bandar, P.O. Box 1055, Kuala Lumpur. WTD 6/67.

New Trade Lists

The Bureau of International Commerce has published the following Trade Lists, copies of which may be ordered by firms domiciled in the United States, giving the titles listed below or in the case of the automated lists for Ireland by the five digit identification (ID) number from BIC-924, U.S. Department of Commerce, Washington, D.C. 20230 or from Department of Commerce Field Offices. The price is $1 per list. All are dated January.

American Firms, Subsidiaries and Affiliates—Argentina.

American Firms, Subsidiaries and Affiliates—Morocco.

American Firms, Subsidiaries and Affiliates—Trinidad and Tobago.

Business Firms—Azores.

Business Firms—Cameroon.

Ireland—an automated list

No. *Title* *Number of names on list*

01000—Commercial farms; mining companies and construction contractors, (55)

20000—Food and kindred products, (173)

22000—Textile mill products, (149)

23000—Apparel and other finished products made from fabrics, (152)

24000—Lumber and wood products; furniture and fixtures, (30)

26000—Paper and allied products; published and printed materials, (59)

28100—Chemicals, industrial inorganic and organic; plastics materials and synthetic resins; other man-made fibers, except glass, (48)

28300—Drugs, soap, detergents, and cleaning preparations; perfumes, cosmetics, and other toilet preparations, (53)

28500—Paints, varnishes, lacquers, enamels, and allied products; gum and wood chemicals; agricultural and miscellaneous chemical products, (26)

29000—Petroleum and petroleum products; rubber and miscellaneous plastics products, (49)

31000—Leather and leather products, (40)

32000—Stone, clay, glass, and concrete products, (55)

33000—Primary metals and metal products, (28)

34200—Fabricated metal products—cutlery, hand tools, general hardware, heating apparatus (except electric); structural metal products, (66)

34500—Industrial fasteners; metal stampings; miscellaneous fabricated metal products, (23)

35100—Machinery, non-electrical: engines and turbines; farm machinery and equipment; construction and materials handling machinery and equipment, (38)

35400—Machinery, non-electrical: metalworking machinery and equipment; special and general industrial machinery, (63)

35700—Office machines; service industry machines; miscellaneous machinery except electrical, (36)

36100—Electric transmission and distribution equipment; electrical industrial apparatus; household appliances; electric lighting and wiring equipment, (94)

36600—Electronic equipment; electronic components and accessories; miscellaneous electrical machinery, equipment and supplies, (28)

37000—Transportation equipment, (20)

38000—Professional, scientific, and controlling instruments; photographic equipment and supplies; watches and clocks, (40)

39000—Jewelry, silverware, and plated ware; musical instruments; toys, amusement, sporting and athletic goods; office materials; costume jewelry and miscellaneous manufactured products, (76)

Visiting Buyers and Officials

Scheduled arrival dates and U.S. addresses indicated

ISRAEL—Mrs. Hanna Flisser, partner, Cafe-Restaurant "Dan", 9 Hagalil St., Central Bus Station, Tel Aviv, interested in purchasing **food processing machinery** and related equipment, **machinery for packaging,** mainly for aluminum foil; **latest food preparations,** in visiting factories and producers of machinery and products in catering and packaging fields; machinery acquired will be exhibited at 1968 Tel Aviv International Trade Fair before delivery to Mrs. Flisser. Jan. 15 via New York for three weeks. c/o B. Kiczales, Dove Jewelry Co., 2 W. 47th St., New York, N.Y. (Tel. 581-0084), or c/o Paul Oberlander, 7073 Kilpatrik, Lincolnwood, Ill. (Tel. 673-0397). Itinerary: New York, Chicago, others as required. WTD in preparation.

Viet-Nam extends bid deadline

The Industrial Development Center, 40-42 Nguyen Hue, P.O. Box 336, Saigon, has extended the bid deadline for a corrugated paper board and paper box making plant, with a capacity of 1200 m/t of corrugated paper board per year, from Dec. 30 to Feb. 28. (INTERNATIONAL COMMERCE, Dec. 4, p. 37).

New Books and Reports

***List of Foreign Agricultural Service Special Reports.* Published by the U.S. Dept. of Agriculture. Washington, D.C. 16pp. Free.**

The Foreign Agricultural Service has prepared a listing of its special reports on foreign agricultural situations relating to agricultural commodity and trade policy developments.

These reports appear in two different numbered series: FAS-M—miscellaneous short reports on recent developments; and FAR—more comprehensive reports, covering situations in greater depths.

For a copy of the listing, and information about being placed on the mailing list for reports on particular commodities, **write:** Information Service Branch, FAS, Room 5918; U.S. Department of Agriculture; Washington, D.C. 20250.

***The Far East in World Trade: Developments and Growth Since 1945.* By Alfred K. Ho. Published by Frederick A. Praeger, Inc., New York. 406pp. $15.**

To understand the role of the Far East in world trade, it is necessary to consider the area's economic, social and political climate as a whole. The author applies this overall approach in examining the trade policies of every important nation in the area.

His study answers such fundamental questions as: What is the basis for national specialization? How are the terms of trade determined? How are payments made? What is each nation's commercial policy? Would free trade or protection better promote economic growth?

Write: Frederick A. Praeger, Inc., Publishers, 111 Fourth Ave., New York, N.Y. 10003.

***Who's Who in Consulting.* By Paul Wasserman. Published by Cornell University. New York. 395 pp. $18.**

The Graduate School of Business and Public Administration of Cornell University has published a supplemental volume to its previous book *Consultants and Consulting Organizations* (reviewed in INTERNATIONAL COMMERCE Oct. 10, 1966). This new volume provides comprehensive, detailed information about the background and experience of some 4,900 leading consultants to business, industry and government.

The book is divided into three main sections. The first contains alphabetically arranged descriptive profiles, such as education, career, society memberships, publications, present activity and consulting fields of each biographee. The second section lists 136 subject fields and many cross references. The third section is a subject and geographical index.

Write: Publications Section, Graduate School of Business and Public Administration, Cornell University, Ithaca, N.Y. 14850.

***Economic Development in Tunisia: The Impact and Course of Government Planning.* By Ghazi Duwaji. Published by Frederick A. Praeger, Inc., New York. 225pp. $15.**

This analysis in depth of the Tunisian economy compares the country's economic development of the 1950's—a decade characterized by a lack of planning and minimum government intervention—with that of the 1960's, when government organization and decision-making began to play an important role.

The study describes each major sector of the economy and examines the Ten-Year Plan for Economic Development, which runs from 1962-71. This Plan, the book shows, combines a program for the public sector, to be implemented by the government, with one for the private sector.

Write: Frederick A. Praeger, Inc., Publishers, 111 Fourth Ave., New York, N.Y. 10003.

***Machine Tools and Related Products.* Published by the National Machine Tool Builders' Assn. Washington, D.C. 1968. 90pp. Free.**

This pocket size directory contains a listing of the products built by the member companies of the National Machine Tool Builders' Assn.

Published annually, the directory lists alphabetically all member builders, their addresses, telephone numbers, and complete product lines including pertinent specifications.

Write: National Machine Tool Builders' Assn., 2139 Wisconsin Ave. NW., Washington, D.C. 20007.

***Overseas Business Reports.* U.S. Department of Commerce. Washington, D.C. 1967. $13 per year ($5 additional for overseas mailing), 15 cents per copy.**

German Turnover Tax Law (Value-Added Tax) of May 29, 1967. OBR 67-70 (Revised). This report contains an informal translation of the German text of the law, which entered into effect on Jan. 1 of this year.

Establishing a Business in the Federal Republic of Germany and West Berlin. OBR 67-82. A summary of the general conditions facing a U.S. citizen who wishes to establish a business in Germany or West Berlin is presented in this report.

Federal Trade Regulations of the Dominican Republic. OBR 67-83. Topics covered include: trade policy, import tariff system, special customs provisions, internal taxes, shipping documents, non-tariff import controls, Dominican export controls, U.S. controls and government representation.

Market Factors in Pakistan. OBR 67-86. Such factors are considered in this report as: outlook, nature of the market, competition, market analysis for selected commodities.

Write: any Department of Commerce field office or Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

***German Stock Corporation Act.* By Friedrich K. Juenger and Lajos Schmidt. Published by Commerce Clearing House, Inc. Chicago. 312 pp. $12.50.**

Since enactment of the new German Stock Corporation Act, U.S. businessmen operating in Germany have met many problems interpreting this complicated law.

This book explains the law and brings it into focus for the American practitioner. It presents the full text of the law in German and English. The introduction explains the fundamentals of the law and clarifies complicated German legal terminology. A detailed topical index pinpoints needed sections of the law.

Write: Commerce Clearing House, Inc. 4025 W. Peterson Ave., Chicago, Ill. 60646.

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Calendar *for international traders*

ATLANTA—Feb. 7—Export Financing meeting, Conference Room, Chamber of Commerce, 2 p.m. Sponsors: Commerce Field Office, Eximbank, FCIA.

BOSTON—Feb. 8—Exporting Seminar, New England Industrial Trade Show, Suffolk Downs, East Boston, 3:30-5:30 p.m.

BOSTON—Feb. 8—Int'l Trade Center of New England dinner meeting, New England Industrial Trade Show, Suffolk Downs, East Boston, 6:30 p.m.

CHICAGO—Feb. 8—Int'l Trade Club of Chicago, LaSalle Hotel.

CHICAGO—Feb. 13—Automotive Exporters' Club of Chicago, Builders Building.

CHICAGO—Feb. 15—In-Office Meeting, Commerce Field Office.

CLEVELAND—Feb. 14—Doing Business Profitably in S. America, Conference Room, Cleveland World Trade Assn., 10:30 a.m. Sponsors: Commerce Field Office, REEC, Cleveland World Trade Assn.

DOYLESTOWN, Pa.—Feb. 12—Int'l Trade Development Assn. of Bucks County monthly meeting, Conti's Cross Keys Inn, 6 p.m.

GWYNEDD, Pa.—Feb. 6—World Trade Assn. of Montgomery County monthly meeting, William Penn Inn, 12 noon.

HONOLULU—Feb. 8—Hawaii Industrial Week luncheon & conference, Honolulu Int'l Center, 12 noon. Speaker: William R. Norwood, High Commissioner, Trust Territories. Sponsors: Commerce Field Office, REEC, Hawaii Manufacturers Assn., Chamber of Commerce of Hawaii.

HUNTINGTON, W. Va.—Feb. 7—Developing & Establishing Export Markets, Conference Room, Greater Huntington Chamber of Commerce, 10 a.m. Sponsors: Charleston Commerce Field Office, REEC, Small Business Admin., Chamber of Commerce.

KANSAS CITY—Feb. 6—Meeting for Exporters, U.S. Int'l Trade Policy, 12 noon. Sponsors: Commerce Field Office, REEC, Int'l Trade Club. Note new date.

Calendar deadline

Information for publication must be received three weeks before the date of the announced event. Include time, place, sponsoring organization and special topic, if applicable. Meetings must be open to the public in order to be publicized in this space. **Write:**

Managing Editor,
International Commerce
BIC-204
U.S. Department of Commerce
Washington, D.C. 20230.

KANSAS CITY—Feb. 8—In-Office Workshop for Exporters, Federal Office Bldg. Sponsors: Commerce Field Office, REEC.

MINNEAPOLIS—Feb. 5-6—Nat'l Foreign Trade Legislative Conference, Holiday Inn Central. Sponsor: Greater Minneapolis Chamber of Commerce.

NEW YORK—Feb. 6—FCIB Roundtable on Foreign Finance, Credit, Collection & Exchange Problems, Ben Franklin Hall, Advertising Club, 1:30 p.m.

NEW YORK—Feb. 15—Profits in Exports meeting, Small Business Admin., 61 Broadway. Sponsors: Commerce Field Office, Small Business Admin.

NEW YORK—Feb. 15—FCIB Drug, Chemical & Food Export Club, Advertising Club, 12:15 p.m.

PHILADELPHIA—Feb. 13—Foreign Traders Assn. of Philadelphia dinner meeting, Sheraton Hotel.

PITTSBURGH—Feb. 15—In-Office Export Workshop, 2 p.m. Sponsors: Commerce Field Office, REEC.

READING, Pa.—Feb. 14—Reading Foreign Traders monthly meeting, Abraham Lincoln Hotel, 5:30 p.m.

SAN FRANCISCO—Feb. 14—General Export Seminar, Room 11219, New Federal Bldg., 9:30 a.m.

SAN FRANCISCO—Feb. 15—Calif. Council for Int'l Trade luncheon, Hotel Mark Hopkins, 12:30 p.m. Speaker: **Alexander B. Trowbridge, Sec'y of Commerce.** Topic: Int'l Commerce: the Nation's Challenge.

SAVANNAH—Feb. 8—Export Financing meeting, Post Office Bldg., 9:30 a.m. Sponsors: Commerce Field Office, Eximbank, FCIA.

SPRINGFIELD, Mass.—Feb. 13—Springfield Export Sales Managers Assn. dinner meeting, "Cutting Cost for the Exporter," Ye Olde Coach Inn, Rt. 5A, Agawam.

ST. LOUIS—Feb. 6—Show You Export Workshop, Conference Room, Federal Bldg., 2 p.m. Sponsors: Commerce Field Office, REEC.

TRENTON—Feb. 2—Delaware Valley Int'l Trade Assn. monthly meeting, Don Young's Restaurant, 12 noon.

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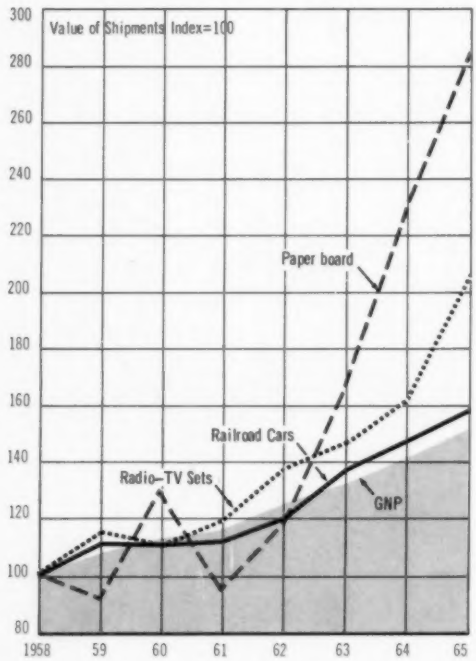

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